

For Immediate Release  
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## **PNC to sponsor Michigan Challenge Balloonfest**

### ***Festival features ballooning competition and family entertainment***

PNC Bank, a member of The PNC Financial Services Group (NYSE: PNC), will be the new major sponsor of the Michigan Challenge Balloonfest, June 25-27 in Howell, taking over the 20-year tradition established by the former National City. PNC acquired National City in December 2008.

This is the 26th year of the event, hosted by the Howell Area Chamber of Commerce and held at the Howell High School campus and in downtown Howell. The three-day event features the state championship of hot-air ballooning, as well as family entertainment and activities. New to the event this year are the Detroit Pistons, a basketball tournament and the Landing Zone, a creative and entertaining area for kids of all ages to play, shop, eat and explore art.

Other highlights include: balloon launches and fly ins, Renewal by Andersen Skydivers, Beatles tribute band - The BackBeats, carnival, arts festival, MediLodge Fireworks on Friday night and a Saturday night balloon glow.

"As we commemorate the platinum year of our sponsorship of the Michigan Challenge Balloonfest, we are also excited to celebrate the launching of the PNC brand in the Michigan market," said David P. Boyle, regional president, PNC Bank for Michigan and Northwest Ohio. "We are honored to play a leading role in the long tradition of the balloonfest, and look forward to continuing PNC's long term commitment to supporting and sustaining communities."

Special activities are being planned to commemorate the 20-year partnership. In addition, a new balloon featuring the PNC logo will debut at the event.

"Throughout its history, the Michigan Challenge has maintained its reputation as one of the most affordable, entertaining and exciting family events in the state," said Michelle Tokan, Michigan Challenge director. "We are honored to have PNC as our major sponsor."

For more information, call the Howell Area Chamber of Commerce at 517.546.3920 or visit the event website at [michiganchallenge.com](http://michiganchallenge.com).