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**PNC'S ADVISORPORT[®] EARNS FIRST PLACE FOR INNOVATION
AT MONEY MANAGEMENT EXECUTIVE'S 2008 FUND OPERATIONS AWARDS**

*Unified Managed Account Platform Recognized For Investment Flexibility and
Integrated Online Account Modification Functionality*

WILMINGTON, Del. Nov. 4, 2008 – ADVISORport[®], a PNC company, announced today that its Unified Managed Account (UMA) platform earned first place for innovation at *Money Management Executive's* 2008 Fund Operations Awards. The ADVISORport UMA platform, a flexible alternative to fixed-allocation and fixed-manager models, allows financial advisors to add a high level of personalization to client accounts by providing a greater level of investment choice than is currently available within a typical multi strategy account (MSA) or fixed UMA program. ADVISORport's UMA technology enables advisors to blend investment manager models, mutual funds and exchange traded funds within one custodial account. Additionally, advisors can customize portfolios with an active tax-managed overlay and offer clients an ability to restrict the purchase of specific stocks or industry sectors from an account.

"We are honored to be recognized for our UMA platform by a leading financial services publication," said A.J. Harper, president, ADVISORport. "Clients rely on our ability to offer distinctive and unique products and services to help them grow their book of business. To continue to meet and exceed their expectations, we have embraced innovation within our business model, processes and technology. Throughout PNC, innovation is the key driver of growth and continued success, and to have our UMA independently recognized as such is a true validation of this philosophy."

ADVISORport's UMA platform addresses the complete lifecycle of client accounts—delivering an online, fully integrated process that allows advisors to make immediate changes to clients' portfolios on an ongoing basis, mitigating processing concerns and investment delay risks. This flexible account modification functionality is driven by an automated application constructed with an intelligent security framework to meet the need for easy access to account information, as well as the critical need for account security.

The ADVISORport UMA platform also affords sponsors significant opportunities for customization. These include the ability of the program sponsor to determine the inventory of investment vehicles and private label their own program name and brand throughout the Web site and on client output. In cases where custom development is not a priority, ADVISORport can provide an off-the-shelf platform that includes many modification options.

ADVISORport, Inc. (www.advisorport.com) is a federally registered investment adviser, and a wholly owned subsidiary of PNC Global Investment Servicing (U.S.) Inc. ADVISORport provides various investment advisory services including acting as a program sponsor.

In addition to ADVISORport's investment advisory services, PNC's managed account services group provides back-office solutions to registered investment advisors, broker/dealers, and money management firms. These solutions include an online managed account platform, flexible and fixed UMA model platforms, Web-based mutual fund wrap services and money manager back-office outsourcing.

PNC Global Investment Servicing (www.pncgis.com) is a leading provider of processing, technology and business intelligence services to asset managers, broker/dealers and financial advisors worldwide. PNC Global Investment Servicing offers fund accounting and administration, custody, transfer agency, alternative investment, subaccounting, managed account and wealth management reporting services, representing more than \$2.3 trillion in total assets.

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