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**PNC'S ALBRIDGE SOLUTIONS INTRODUCES  
SINGLE SIGN-ON AND DATA SHARING TECHNOLOGY**

LAWRENCEVILLE, N.J. Oct. 5, 2009 – Albridge Solutions, a PNC company, announced today that it has introduced Applink, a single sign-on and data sharing technology solution for broker-dealer clients and financial advisors. Through Applink, financial advisors have a centralized point of access from the Albridge Wealth Reporting platform to third-party applications and the ability to share key business and client data with those applications. United Planners Financial Services of America is the first broker-dealer to implement the Applink solution. This enables the firm's financial advisors to access client data and portfolio reports directly within the United Planners advisor portal and connect through a single framework to practice management tools that include financial planning, portfolio and client relationship management software.

"The flexibility and efficiency realized by accessing a single platform for generating client reports and third-party tools, powered by a reliable and centralized data platform, is a critical driver behind an advisor's success," said Aaron Spradlin, vice president of information technology, United Planners Financial Services. "Through Applink, our advisors can view accurate client reports and information across a range of technology tools to support their client relationships in a way that best suits their needs."

In total, the Applink technology supports the ability to securely access software solutions from more than 40 providers, including financial planning, customer relationship management, research and analysis, and estate planning resources. Extending the interoperability Applink delivers, Albridge's broker-dealer clients can offer their network of up to 100,000 financial advisors connection to detailed mutual fund information from asset managers through PNC Global Investment Servicing.

"The combined network of investment professionals supported by the information delivery and data sharing capabilities of Albridge and Global Investment Servicing is now seamlessly connected with Applink," said Jake Rohn, executive vice president of strategic development, Albridge Solutions. "Product manufacturers can efficiently link into advisor Web sites where investment decisions are being made, while broker-dealers and financial advisors arrive at the next level in attaining the solution they most desire—the ability to access their preferred software solutions and accurate, reliable client data through a single portal."

PNC Global Investment Servicing ([www.pncgis.com](http://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 \$2 trillion in total assets.

The PNC Financial Services Group, Inc. ([www.pnc.com](http://www.pnc.com)) is one of the nation's largest diversified financial services organizations providing consumer and business banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management; asset management and global fund services.

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