STERLING FINANCIAL CORP /PA/
Form 425
November 13, 2007

The PNC Financial Services Group, Inc.
Merrill Lynch
Banking & Financial Services Investor Conference
New York
November 13, 2007

Filed by The PNC Financial Services Group, Inc.
Pursuant to Rule 425 under the Securities Act of 1933 and
deemed filed pursuant to Rule 14a-12 of the Securities Exchange Act of 1934
Subject Company: Sterling Financial Corporation
Commission File No. 000-16276
James E, Rohr, Chairman of The PNC Financial Services Group, Inc. (PNC), gave a presentation to investors on November
Banking & Financial Services Conference in New York. This presentation was accompanied by a series of electronic slides tha
pertaining to the financial results and business strategies of PNC. The following slides and related material were posted on PN
November 13, 2007.

This presentation contains forward-looking statements regarding our outlook or expectations relating to PNC s future business
operations,
financial
condition,
financial
performance
and

asset quality. Forward-looking statements are necessarily subject to numerous assumptions, risks and uncertainties, which change over time. The forward-looking statements in this presentation are qualified by the factors affecting forward-looking statements identified in the more detailed Cautionary Statement included in the Appendix, which is included in the version of the presentation materials posted on our corporate website at www.pnc.com/investorevents. We provide greater detail regarding these factors in our 200
Form 10-K, including in the Risk Factors and Risk Management sections, and in our current quarter 2007 Form 10-Q and othe
reports (accessible on the SEC s website at www.sec.gov and on or through our corporate website).

Future events or circumstances may change our outlook or expectations and may also affect the nature of the assumptions, risk
and uncertainties to which our forward-looking statements are subject. The forward-looking statements in this presentation sp

only as of the date of this presentation. We do not assume any duty and do not undertake to update those statements.
In this presentation, we will sometimes refer to adjusted results to help illustrate the impact of the deconsolidation of BlackRoc
near the end of third quarter 2006 and the impact of certain types of items. Adjusted results reflect, as applicable, the followin
types of adjustments: (1) 2006 periods reflect the impact of the deconsolidation of BlackRock by adjusting as if we had recorded our BlackRock investment on the equity method prior to its deconsolidation; (2) adjusting the 2006 periods to exclude the imp
of the third quarter 2006 gain on the BlackRock/MLIM transaction and losses on the repositioning of PNC s securities and mortgage loan portfolios; (3) adjusting fourth quarter 2006 and the 2007 periods to exclude the net mark-to-market adjustments on PNC
remaining BlackRock LTIP shares obligation and, as applicable, the gain PNC recognized in first quarter 2007 in connection w
company s transfer of BlackRock shares to satisfy a portion of its BlackRock LTIP shares obligation; (4) adjusting all 2007 a
2006 periods to exclude, as applicable, integration costs related to acquisitions and to the BlackRock/MLIM transaction; and (5
adjusting, as appropriate, for the tax impact of these adjustments. We have provided these adjusted amounts and reconciliation
so that investors, analysts, regulators and others will be better able to evaluate the impact of these items on our results for the

periods presented, in addition to providing a basis of comparability for the impact of the BlackRock deconsolidation given the magnitude of the impact of deconsolidation on various components of our income statement and balance sheet. We believe that information as adjusted for the impact of the specified items may be useful due to the extent to which these items are not indicative of our ongoing operations as the result of our management activities on those operations. While we have not provid other adjustments for the periods discussed, this is not intended to imply that there could not have been other similar types of adjustments, but any such adjustments would not have been similar in magnitude to the amount of the adjustments shown. In certain discussions, we may also provide revenue information on a taxable-equivalent basis by increasing the interest income earned on tax-exempt assets to make it fully equivalent to interest income earned on taxable investments. We believe this adjustment may be useful when comparing yields and margins for all earning assets.

This presentation may also include a discussion of other non-GAAP financial measures, which, to the extent not so qualified th or in the Appendix, is qualified by GAAP reconciliation information available on our corporate website at www.pnc.com unde About PNC Investor Relations.

Cautionary Statement Regarding Forward-Looking Information and Adjusted Information

A history of execution and strong performance
Clear strategies for growth
A strong risk management culture
PNC is differentiated by

Building an Enduring Company with a Solid Foundation
A History of Execution
A diversified business mix
An industry-leading technology platform
Expanded distribution capabilities
Expansion into higher growth markets
A disciplined economic capital allocation process

A strong risk management process
Deepened customer relationships
A continuous improvement culture
Improved customer experience
Enhanced PNC brand
1990s
2000s
Beyond
+
+
+
+
+
+
+
+
+

Highlights
Strong Performance in a Tough Environment
Reported nine month earnings of $3.85 per diluted share versus $7.46 last year
Adjusted nine month earnings[1]
of $4.00 per diluted share versus $3.77 last year
Primary businesses met or exceeded expectations
Diverse revenue streams delivering strong results despite market

volatility
Continued to create year-to-date positive operating leverage on an adjusted basis[2]
Maintaining a moderate risk profile and flexible balance sheet
Total Shareholder Return :
Year-to-date
1
One-year
1
Three-year
1
Five-year
1
(1)
Adjusted earnings are reconciled to GAAP earnings in the Appendix.
(2)
GAAP basis operating leverage for the year-to-date period was negative due to the impact of the third quarter 2006 gain from t
BlackRock/MLIM transaction and is reconciled in the Appendix.
(3) As of November 2, 2007. Ranking versus super-regional banks identified in the Appendix. Source: SNL DataSource.
Peer Rank
3
st
st
st
st

Segment Earnings Contribution
*
Business Leadership
Our Diversified Business Mix
Retail Banking
-
A leading community bank in PNC major markets

-
One of the nation s largest bank wealth
management firms
Corporate & Institutional Banking
-
Top 10 Treasury Management business
-
The nation s 4 largest lead arranger of asset-
based loan syndications
-
Harris
Williams
-
one
of
the
nation s
largest
M&A
advisory firms for middle-market companies
BlackRock
-
A global asset management company with $1.3
trillion in assets under management
PFPC
-
Among the largest providers of mutual fund
transfer agency and accounting and
administration services in the U.S.
Winning in
the
Payments
Space
A Premier
Middle-
market
Franchise
A Leading
Global
Servicing
Platform
World Class
Asset
Manager
For the nine months ended September 30, 2007
$ millions
$341
$678
$176
$96

*Business earnings reconciled to GAAP net income of $1,289 million in the Appendix. BlackRock segment earnings are adju
pretax share of BlackRock/MLIM integration costs totaling $4 million.
Contribution
53%
26%
14%
7%
th

A history of execution and strong performance
Clear strategies for growth
A strong risk management culture
PNC is differentiated by

Focus on fee-based drivers
Maintain and grow our deposit advantage
Create positive operating leverage
Capture new market opportunities
Enhance brand awareness
Strategies for Growth

0%
10%
20%
30%
40%
50%
60%

70%
USB
FITB
WFC
WB
STI
BBT
KEY
RF
NCC
CMA
Differentiated Fee-Based Businesses
Source: SNL DataSource, PNC as reported
For the nine months ended September 30, 2007
PFPC &
BLK
Noninterest Income to Total Revenue
PNC

0
250
500
750
1,000
1,250
Consumer DDA HHs
using online banking

Executing on Growth Drivers
$0
$200
$400
$600
$800
Retail
C&I
Key Drivers:
Key Drivers:
Payments Business
Wealth Management
Key Drivers:
Key Drivers:
Fee based Businesses
Deposit Franchise
(1) Represents consolidated PNC amounts for the nine months ended September 30, 2007.
Sept 06
Sept 07
Treasury
Management
Midland Loan
Services
Capital
Markets
Sept 06
Consumer DDA HHs
using online bill pay
1
Focus on Deepening Relationships
Major Product Revenue
For the nine
months ended
Sept 06
Sept 07
Sept 07
As of:
Small Business
Brokerage
Disciplined
Lending

$0
$100
$200
$300
$400
$500
$600

$700
$0
$300
$600
$900
$1,200
$1,500
Executing on Growth Drivers
PFPC
BlackRock
Key Drivers:
Key Drivers:
Business Model
Transformation
Key Drivers:
Key Drivers:
Expanded Distribution
Strengthened Platform
Sept 06
Sept 07
Assets Under Management
$1.1T
$1.3T
(1) Reflects BlackRock entity AUM. Not included in PNC AUM following deconsolidation of BlackRock in September 2006.
Emerging Product Revenue
Core Product Revenue
Sept 06
Sept 07
21%
28%
72%
79%
Emerging
product
revenue
3-yr CAGR
18%
1
Focus on High Growth Products
Focus on Gathering Assets
at period end
For the nine
months ended
High Margin, High
Growth Products
Broadened
Product Set

Interest-bearing deposits
+20%
+14%
Noninterest-bearing deposits
+22%
+0%
Total deposits

+20%
+11%
YTD07 vs. YTD06
Executing on Our Strategy to Gather
Low Cost Deposits
Source: SNL
DataSource,
PNC
as
reported.
Peers
reflects
average
of
the super-regional banks identified in the Appendix other than PNC
34%
27%
23%
16%
Consumer
Corporate Banking,
Treasury Management
and Other
Midland
Small
Business
PNC Has Been Focused on Growing
Noninterest-Bearing Deposits
Year-to-Date Average Balances
PNC
Peers
Contribution to Average
Noninterest-Bearing Deposits
As of 9/30/07
Through Multiple Channels

$0
$1
$2
$3
$4
$5
$6

$7
2004
2005
2006
Revenue
9%
Creating Positive Operating Leverage
Generating Capital by Growing Revenues Faster Than Expenses
billions
Compound Annual
Growth Rate
(2004
2006)
Adjusted Revenue
(as reported
$5.5 billion, $6.3 billion, $8.6 billion for 2004, 2005, 2006, respectively)
Adjusted Noninterest
Expense
(as reported $3.7 billion, $4.3 billion, $4.4 billion for 2004, 2005, 2006, respectively)
Adjusted Net Income
(as reported $1.2 billion, $1.3 billion, $2.6 billion for 2004, 2005, 2006, respectively)
Net Income
12%
$1.2
$1.3
$1.5
Expense
7%
Revenue +20%
Expense +15%
Net Income +19%
Trend Continues[1]
(1) As reported: revenue (28%), expense (11%), net income (42%).
Adjusted amounts are reconciled to GAAP in the Appendix.
Nine months ended September 30, as adjusted
2007 vs 2006

Executing on Our Acquisition Strategy
76% of PNC Pro Forma Branches Located Between the Hudson and Potomac Rivers
PNC Branches prior to 2004
Sterling Financial Corp.
Pending
Yardville National Bancorp
10/26/07

Mercantile Bankshares Corp.
3/2/07
Riggs National Corp.
5/13/05
United National Bancorp
1/1/04
New York
New York
Delaware
Delaware
Virginia
Virginia
New Jersey
New Jersey
Pennsylvania
Pennsylvania
Maryland
Maryland
Kentucky
Kentucky
Indiana
Indiana
Ohio
Ohio
West
West
Virginia
Virginia

$60,949
$56,250
$69,270
$54,620
$73,965
$69,363
$66,273

Improving Our Demographics
3.7%
6.0%
2.0%
3.4%
8.4%
10.0%
3.9%
2003
Proforma
Acquisitions
2003
Proforma
Acquisitions
Amounts based on data at time of acquisition announcement. United Trust data reflects demographics of footprint counties we
households. Mercantile, Yardville and Sterling data reflect demographics of footprint counties of that company, or by MSA in
Riggs, weighted by deposits. PNC 2003 and PNC Proforma amounts reflect demographics, weighted by deposits, of PNC s 6
footprint and 105 county footprint, respectively, including the impact of PNC s ongoing branch optimization process. PNC ar
headquarter offices
excluded
for
purposes
of
deposit
weighting.
Source:
SNL
DataSource.
*Pending.
Median Household Income
Projected 5-Year Population Growth

(1) United, Riggs, Mercantile and Yardville based on the most recent published reporting quarter prior to closing. Sterling bas
recent 10-Q
reporting
quarter
and
excludes
its

Equipment
Finance,
LLC
unit
and
rental
income
on
operating
leases.
Source:
SNL
DataSource
and Company 10-Q.
Bringing the Power of PNC to New Clients
Expanding Distribution of Fee-based Products
50%
24%
40%
29%
9%
27%
Noninterest income to total revenue[1]
Wealth Management
Brokerage
Credit Card
Payment Services
Treasury
Management
Small Business
M&A Advisory
Services
Capital Markets
Opportunities
(2) For the nine months ended September 30, 2007, not including PFPC and BlackRock. Reconciled to noninterest income to t
on a GAAP basis of 58% in the Appendix.

$0
$4
$8
$12
$16
$20
1Q06

3Q07
Asset Management
Service Charges
Brokerage
Corporate Services
Consumer and Other
Execution in the Greater Washington
Area (GWA)
40.5%
43.6%
0
25
50
75
100
125
Deepening Relationships and Growing Noninterest Income*
GWA noninterest income
to total revenue
PNC -
GWA Retail Relationships
(1) Riggs transaction completed May 2005
PNC GWA Region
*Excludes the impact of Mercantile
June 30
2005[1]
Sept 30
2007
PNC -
GWA Fee Growth
+14%
+48%
+45%
+96%
+38%
GWA business checking relationships
GWA consumer checking relationships
1Q06
3Q07