



# News Release

Prudential Financial, Inc.  
751 Broad Street  
Newark, NJ 07102-3777  
[www.prudential.com](http://www.prudential.com)

**For Immediate Release**  
**September 23, 2009**

**Contact: Harold Banks**  
**973-802-8974 (Office)**  
**973-216-4833 (Cell)**  
**[harold.banks@prudential.com](mailto:harold.banks@prudential.com)**

## **More Than 32,000 People in 12 Countries Will Participate In 15th Annual Prudential Global Volunteer Day**

*More than \$30 Million in Volunteer Service Donated in Program's History*

**NEWARK, NJ** – On Saturday, October 3, more than 32,000 Prudential Financial [NYSE:PRU] employees and their families and friends are expected to participate in the company's 15<sup>th</sup> annual Global Volunteer Day by donating their time and talent to community service organizations located all over the world.

“Prudential works diligently to foster a culture of corporate citizenship, and we are proud to invest in people who also do their part to build stronger, healthier communities. We eagerly nurture the volunteer activities of our employees, and Global Volunteer Day is our platform to support and celebrate their spirit of service,” said Prudential Chairman and Chief Executive Officer John Strangfeld.

Prudential's Global Volunteer Day was introduced in October 1995 to celebrate employees' volunteer activities. That year, more than 5,000 Prudential associates and their families and friends worked on 100 volunteer projects in the United States and Japan. Last year, more than 32,000 people participated in 800 Global Volunteer Day projects in the United States and 11 other countries where Prudential has a business presence.

To commemorate the 15<sup>th</sup> Prudential Global Volunteer Day, the company's Community Resources Department is holding a "15 Strong" photo competition that will give Global Volunteer Day project coordinators worldwide the chance to win a \$1,500 award from Prudential for the nonprofit organization they helped. One U.S.-based project and one international project will be selected winners.

Over the past 15 years, Prudential employees and their families, friends and business clients have contributed \$1.9 million hours of personal time on Global Volunteer Day. Based on the \$20.25 hourly value for volunteer time set by the Independent Sector, the activities on Prudential Global Volunteer Day have a cumulative value of more than \$30 million.

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“In our 15 years of hosting Global Volunteer Day, we’ve had the unique opportunity to witness how much can be accomplished in a single day and to see the effectiveness of individual volunteer efforts that give back to the community day after day,” said Gabriella Morris, vice president and head of Prudential Community Resources and president of The Prudential Foundation. “Many of our employees are year-round volunteers who work with a variety of different community-based organizations. Global Volunteer Day honors their ongoing dedication and encourages family and friends to enjoy a day of service with their loved ones.”

Prudential Global Volunteer Day projects include beautifying local parks, caring for animals at a local shelter, holding a car wash for charity, clothing and book drives, teaching computer skills to children, working on a neighborhood clean-up and many other activities. The Prudential Foundation and Prudential award \$1,000 Challenge Grants to nonprofit organizations for Global Volunteer Day projects that meet certain criteria. To date, 2,338 projects have earned \$2.3 million in Challenge Grants for their partnering organizations.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$580 billion of assets under management as of June 30, 2009, has operations in the United States, Asia, Europe, and Latin America. Leveraging its heritage of life insurance and asset management expertise, Prudential is focused on helping approximately 50 million individual and institutional customers grow and protect their wealth. The Company’s well-known Rock symbol is an icon of strength, stability, expertise and innovation that has stood the test of time. Prudential's businesses offer a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds, investment management, and real estate services. For more information, please visit <http://www.news.prudential.com>.

