



News Release

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PRUDENTIAL NAMED A 100 BEST COMPANY BY *WORKING MOTHER* MAGAZINE

NEWARK, N.J., – Prudential Financial, Inc. (NYSE: PRU) was recently named one of *Working Mother* magazine’s 100 Best Companies. This is the 19th year that Prudential has made the list demonstrating the company’s long-standing commitment to family friendly benefits and supportive workplaces.

With more employees taking advantage of alternative work arrangements including flextime and telecommuting, Prudential’s work/life benefits help busy employees effectively manage competing personal and workplace demands. Employees have a menu of programs such as onsite and back-up child care facilities and elder care options, to better manage their day-to-day responsibilities. Prudential also offers adoption aid for eligible expenses and foster care benefits for employees.

“Our employees tell us that having access to programs that help them better manage their lives is very important,” says Maureen Corcoran, vice president, Diversity. “That’s why we offer the variety of benefits and opportunities that we do – we know it presents a compelling value proposition to our working mothers and all employees.”

According to Suzanne Riss, Editor in Chief, *Working Mother* magazine, “Prudential knows that their investment pays for itself through employee loyalty and they realize that productivity depends as much on satisfied staffers as on smart processes. By helping employees manage their work/life demands, Prudential is creating a highly motivated workforce.”

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Prudential was selected for the 2008 Working Mother 100 Best Companies based on an extensive application with more than 500 questions. The application included detailed questions and measurements about workforce profile, compensation, child care, flexibility, time off and leaves, family-friendly programs, and company culture. For this year's 100 Best, particular weight was given to family-friendly policies, flexibility, leave policies and benefits for part-timers.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$638 billion of assets under management as of June 30, 2008, 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/>.



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