Prudential defines The Retirement Red Zone® as the five years before and the five years after retirement. It’s a critical period when your customers may have less time to recover from investment mistakes and poor investment performance.

The Retirement Red Zone program helps address the three red flag risks. Use it to educate and motivate your retirement-minded customers to take action.

Sequence Risk

Longevity Risk

Behavioral Risk

“The Retirement Red Zone has encouraged a number of clients to act NOW.”

Source: Financial professionals are talking about The Retirement Red Zone, Cogent Study, 1st Quarter 2006.

OUR COMMITMENT

Prudential is committed to ongoing research that will help understand and address the needs of retirement investors, particularly those in The Retirement Red Zone.

We’re dedicated to helping you build your annuity business by providing the variable annuity products, investment options and educational materials that help your customers prepare for the risks they may encounter.

Ask us for copies of our research reports

For more information call 1-800-513-0805 www.RetirementRedZone.com
SEQUENCE RISK

The average annual return on your customers’ retirement investments is only part of the story. The sequence of returns may be far more critical. Why? Because market downturns in The Retirement Red Zone could mean a dramatic loss of retirement savings and running out of money sooner than expected.

Show your customers how detrimental poor performance can be in The Retirement Red Zone by using impactful tools in either one-on-one customer meetings or public seminars.

- Prospecting materials
- Customer brochure
- Public seminar
- Mailer
- Newspaper ad

“63% of Retirement Red Zone investors were either not aware of the impact the sequence of returns could have on their portfolio or were surprised at the degree.”


LONGEVITY RISK

Conventional wisdom suggests that as investors grow older, they need to be more conservative with their investments. But now people are living longer and with that comes the risk of outliving their money. Today’s retirees may require a strategy with the growth potential offered by equities.

Show your customers how investment growth can potentially sustain a longer retirement. Use our When Red Means Go! program for individual customer meetings or for large groups.

- Prospecting materials
- Customer brochure
- Public seminar
- Mailer
- Newspaper ad

“50% of Retirement Red Zone investors believe that investing too conservatively is riskier, while 50% believe that being too aggressive is riskier.”

**BEHAVIORAL RISK**

Prudential, in concert with behavioral finance researchers at the University of Connecticut, conducted a research study to better understand how emotions influence the investment decisions of Americans in The Retirement Red Zone. Using a simple questionnaire, learn how emotions can play a role in the retirement investment decisions of your individual customers and prospects. Show them that they are not alone using a simple customer brochure.

- Customer brochure
- Research report
- Interactive Web site tool

“96% of financial professionals say that investment products with living benefit guarantees help their customers stay invested despite short-term volatility.”


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**THE PERFECT STORM**

Any one of the three red flag risks can take a retirement plan off course – but together they can create the Perfect Storm.

Engage your customers and prospects in the “big picture” discussion of sequence risk, longevity risk and behavioral risk using interactive tools.

- Customer seminar
- Customer workbook

“75% of Retirement Red Zone investors express an interest in moving some of their qualified plan assets into products that offer income guarantees.”

ONE SMART STEP

Prudential Annuities launched its 2007 ad campaign with a unique eight-page brochure inserted in several major consumer magazines. The insertion introduces individuals – for the first time through this medium – to the company's strategy of helping to navigate The Retirement Red Zone with a variable annuity and the Highest Daily Lifetime FiveSM optional living benefit. The ad encourages some three million readers to contact their financial professionals for more information.

For more information call 1-800-513-0805
www.RetirementRedZone.com

Investors should consider the contract and the underlying portfolio’s investment objectives, risks, charges and expenses carefully before investing. This and other important information is contained in the prospectus. Your clients should read it carefully before investing.

Optional benefits contain exclusions and limitations and come at an additional cost to the underlying annuity. Please see the prospectus for more details.

Variable annuities are long-term investment vehicles designed for retirement purposes. There are risks involved when investing in a variable annuity, including possible loss of principal. Withdrawals or surrenders may be subject to surrender charges. Amounts withdrawn may be subject to ordinary income tax and, if taken prior to age 59½, a 10% federal income tax penalty may also apply. For tax purposes, withdrawals are deemed to be gains out first. Withdrawals have the effect of reducing the death benefit, any living benefits, contract value and cash surrender value.

Tax deferral is already provided by an IRA, 401(k) or other qualified plan. For an additional fee an annuity can provide additional options such as lifetime income or death benefit. The company, its distributors and their respective representatives do not provide tax, accounting or legal advice. Any tax statements contained herein are not intended or written to be used, and cannot be used, for the purpose of avoiding U.S., federal, state or local tax penalties. Please consult an independent advisor as to any tax, accounting or legal statements made herein.

Variable annuities issued by American Skandia Life Assurance Corporation are distributed by American Skandia Marketing, Incorporated located in Shelton, CT. Variable annuities issued by Pruco Life Insurance Company (NY, Pruco Life Insurance Company of New Jersey) are distributed by Prudential Investment Management Services LLC (PIMS) located in Newark, NJ. All are Prudential Financial companies and each is solely responsible for its financial condition and contractual obligations.

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