



News Release

Prudential Financial, Inc.
751 Broad Street
Newark, NJ 07102-3777
www.prudential.com

For Immediate Release

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Contact: Darrell Oliver
(973) 802-9627

PRUDENTIAL FINANCIAL TO ANNOUNCE FOURTH QUARTER 2008 EARNINGS; SCHEDULES CONFERENCE CALL

NEWARK, N.J. – Prudential Financial, Inc. (NYSE:PRU) will release its fourth quarter 2008 earnings on Wednesday, February 4, 2009, after the market closes. The earnings news release and the financial supplement will be posted on the company's Investor Relations Web site at: <http://www.investor.prudential.com>.

Members of Prudential's senior management will host a conference call on Thursday, February 5, 2009, at 11:00 a.m. ET, to discuss with the investment community the company's fourth quarter results.

CONFERENCE CALL INFORMATION

The conference call will be broadcast live over the company's Investor Relations Web site at: <http://www.investor.prudential.com>. Please log on 15 minutes early in the event necessary software needs to be downloaded.

Institutional investors, analysts and other members of the professional financial community are invited to listen to the call and participate in the Q&A by dialing the following numbers:

Domestic: (877) 777-1971 (Toll Free)
International: (612) 332-0226

All others may join the conference call in listen-only mode by dialing the above numbers.

REPLAY INFORMATION

The call will be made available for replay from 2:00 p.m. on February 5 through 11:59 p.m. on February 12 through a dial-in as follows:

Domestic: (800) 475-6701 (Toll Free)
International: (320) 365-3844
Access Code: 975677

A replay will be available on the Investor Relations Web site through February 20. For questions, please contact Investor Relations at investor.relations@prudential.com.

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Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$602 billion of assets under management as of September 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/>.

