



Executive Summary

Prudential Is Committed to Delivering Peace of Mind

Since 1875, the Prudential brand has been synonymous with helping people achieve financial security and peace of mind. Prudential is well-known for the breadth of products and services we provide both domestically and abroad. Our distinctive Rock symbol is among the most enduring brands in U.S. corporate history. It graphically reflects the financial strength and security we offer our customers. In 2010, *Fortune*[®] proclaimed Prudential to be the second most admired life/health insurance company in the world—we achieved the highest ranking of any publicly-held life insurance company.

Prudential has been underwriting group insurance plans since 1916. Today, our Group Insurance business unit is the nation's second largest group life carrier, proudly serving over 13,000 group life customers and insuring more than 24 million employees and their families.* We built our leadership position through a relentless focus on, and expertise in, meeting the sophisticated needs of our large clients.

We are a recognized industry leader, an expert at increasing group insurance plan participation, an expert in designing and administering special risk coverages, and an innovator in providing domestic and global employee benefits solutions. We are committed to helping your associates receive the valuable benefits they need in the most efficient and cost-effective way possible.

The Walmart–Prudential Relationship Is Stronger Than Ever

Walmart honored Prudential by selecting us to be your Group Term Life Insurance and Business Travel Accident carrier in 2005. Since then, we have worked hard to eliminate tasks for your staff and enhance service for your associates and their loved ones. As much as you challenged us to provide new administrative services, we challenged ourselves to bring you new solutions—and as a result both of our companies became better.

We are excited at the prospect of expanding our relationship with the addition of Walmart's Voluntary Accidental Death & Dismemberment (VAD&D) coverage. We believe our relationship works well because our cultures are firmly grounded in the same values—respect, customer service, and excellence. Like Walmart, our primary goal is to make life easier for our customers.

* 2010 Statutory Annual Statement of Prudential (Blue Book).

Walmart's Dedicated Account Management Team Provides Valuable Continuity

Walmart has been serviced by the same account management team throughout our seven-year relationship—Account Executive Waynette Brunkhorst and Senior Account Manager Patricia Juge Aires. Waynette and Patricia will oversee all VAD&D implementation activities. They will work with Implementation Manager David Cole, who facilitated Walmart's implementation activities with Prudential in 2004 and 2010. We know how critical it is to understand your culture, the intricacies of your benefits plans, and your service needs and expectations—and to keep the talented staff with that knowledge on your account. And, because we want to be exceptionally responsive, Frank Corsi, Vice President, National Account Management will continue to be your Executive Sponsor.

Waynette and Patricia have built strong relationships with their Walmart domestic and Puerto Rican counterparts. This Walmart/Prudential team has collaborated on many initiatives. Their experience and creative thinking, combined with proactive support from our operational teams, has brought Walmart many workable solutions. One of those innovative solutions, online proof of good health, is now an industry standard.

Our service is fueled by the passion we bring to every client relationship—a passion to help our clients design and administer the benefits programs their employees will value and appreciate. We are pleased to have received high ratings from Walmart in our last client relationship survey.

2010 Client Relationship Survey	Results
<i>Overall relationship</i>	Completely Satisfied
<i>Ease of doing business with Prudential</i>	Very Easy
<i>Perceived value of Prudential's products and services</i>	Very Satisfied

You have our assurance that the entire team will continue to meet and exceed your expectations.

Walmart's Dedicated Service Teams Deliver High-Quality, Responsive Service

We want your associates to feel as if Prudential is an extension of Walmart. From the beginning of our relationship, Prudential's bilingual teams have worked enthusiastically and proactively to meet your needs, initiate new ideas, and take your service to the next level.

Loressa Wiltgen, a full-time Prudential representative, is onsite in the Rogers, Arkansas Benefits Office. Loressa provides face-to-face support and makes sure that Walmart's plan administration needs are expeditiously met, and beneficiaries receive their benefits as quickly as possible in a caring and competent manner. Additionally, over 25 people serve Walmart associates and Benefits Representatives in our Customer Service, Life Claim, and Medical Underwriting Teams—and more than 60% of them are original team members. Working on a dedicated Walmart service team is one of our most desirable assignments.

We pride ourselves on having a solid record of providing high-quality, responsive service to Walmart. In fact, Prudential has continued to meet and exceed Walmart's case-specific performance guarantees, and achieve stellar audit results.

Prudential Offers Distinctive Expertise in Special Risk Coverages

Prudential has the expertise that is essential to design and administer the complexities of Walmart's special risk program. Our capabilities are unique in the marketplace. We have a strategic alliance with Johnson Rooney Welch Inc. (JRW), an industry-recognized expert in BTA, AD&D and VAD&D insurance plans. For nearly 30 years, JRW has demonstrated distinctive expertise and innovation in the special risk group insurance marketplace. Many of the coverages and benefits they devised have become industry standard. While JRW is the national managing underwriter for Prudential's special risk portfolio, all financial risk and administrative functions are assumed by Prudential.

Prudential Offers Streamlined Plan Administration—and Enhanced Associate Satisfaction

Prudential can be your one-source "Prumart" for your Group Term Life and VAD&D insurance. We can streamline the administrative work of your plans from enrollment to claims—saving you time and money—and we can make it easier for your associates and their families—improving associate satisfaction with their benefits plans.

As your current Group Term Life insurance carrier, we are uniquely positioned to consolidate your coverages. Our smart use of technology will eliminate duplicate paperwork and outreach when a beneficiary files a death claim. Your Benefits Representatives will no longer have to track and send a death log to another carrier. We will handle the entire claim process. And with everything in one system, we can give you consolidated reports.

With Prudential administering both coverages, the VAD&D claim process will be more convenient and expedient for your associates or their beneficiaries. They will receive excellent, reliable service from our experienced and dedicated Walmart bilingual teams.

Prudential Offers Customer-Driven Enrollment Communications

Our many years of experience with contributory and voluntary plans have enabled us to build innovative enrollment solutions that deliver real results. Since Prudential became Walmart's Group Term Life carrier in 2005, your participation increased nearly 20%, from 28.7% to 48.3%. During this time, the average amount of coverage increased 51%, from \$59,904 to \$90,429. While these results are noteworthy, equally impressive are the innovative solutions that we developed specifically for Walmart, like automating the proof of good health process, so it is easier for your associates to get the coverage amounts they need to protect their families.

We look forward to integrating your VAD&D plans into the Group Life enrollment process and continuing our work together to increase overall participation in these important benefits. We can provide Walmart with end-to-end enrollment services, or you can select from our enrollment services to supplement planned activities. Our enrollment services include campaign planning, management and administration, bilingual and targeted communications development, enrollment meetings, customer service, and reporting.

Prudential's Commitment to Walmart

It has been our privilege to serve Walmart and your associates over the last seven years. We are proud of the collaborative relationship we have built and are excited at the prospect of expanding our relationship. We look forward to helping you streamline your Group Term Life and VAD&D plan administration.

We believe we are the right fit for Walmart for a number of important reasons. We believe we excel at the intangible attributes that are important to Walmart—our similar culture and values, our collaborative spirit, our unbridled enthusiasm, and our passion for excellence. Our can-do and customer-focused attitudes show through in every interaction you and your associates have with Prudential people. Most of all, we know that there is real value in the time and resources both Walmart and Prudential have invested in our relationship.

We believe these characteristics, combined with our industry-leading experience, knowledge, and product portfolio—and our proven ability to consistently meet or exceed Walmart's expectations—qualify Prudential to be your "Prumart" solution.