

**LATINA Style ranks Prudential Financial as a top 10 company for Hispanic women**  
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*Magazine cites mentor program, health insurance coverage and increase in recruitment as contributing factors.*

Prudential Financial Inc. ranked among top, elite companies providing career and professional growth opportunities for Latinas in the United States. Prudential placed fifth on LATINA Style's 2015 list of the top 50 U.S. companies for Latinas, up from sixth place last year. This marks the 18<sup>th</sup> consecutive year the company was selected out of more than 800 corporations. Prudential was cited for a number of factors including an increase in Latina employees, quality health insurance coverage and mentorship programs.

"This award reflects the diverse and inclusive culture of Prudential," said [Michele Green](#), vice president and chief diversity officer for Prudential, who accepted last year's award at the 17<sup>th</sup> annual LATINA Style Awards Lunch and Diversity Leaders Conference in February. "We believe that our approach to diversity and inclusion is a strategic growth driver as it is integrated into the way we do business, the way we support diverse communities, and the way we recruit, develop and engage our employees. And for us, that's how we will win in the marketplace."

LATINA Style also listed Prudential's commitment to its military recruitment, career counseling programs and employee resource group, the [Hispanic Heritage Network](#), as prime examples of its inclusion integration and professional development for Hispanic women.

Last year, Prudential launched two surveys - the inaugural [Hispanic American Financial Experience](#) and the seventh bi-annual [Financial Experience and Behavior Among Women](#). Both are part of Prudential's signature research series examining financial trends in America's diverse communities. The surveys measure financial trends and attitudes in women and other diverse groups, an example of Prudential's dedication to community outreach and breaking barriers.

"Prudential is in the business of people and we understand that diversity and inclusion is smart business," said Green. "To get the best ideas from employees of all backgrounds requires creating a company culture that allows people to bring their best every day."

Prudential Financial, Inc. (NYSE:PRU), a financial services leader, has operations in the United States, Asia, Europe and Latin America. Prudential's diverse and talented employees are committed to helping individual and institutional customers grow and protect their wealth through a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds and investment management. In the U.S., Prudential's iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. For more information, please visit <http://www.news.prudential.com/>.

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