

Prudential sponsors 2nd Annual dfree® Conference
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Financial professionals to deliver tips and advice on saving and wealth-building

As part of its increased focus on multicultural markets, Prudential Individual Life Insurance (NYSE:PRU) announced its sponsorship of the 2nd Annual dfree® Conference. The conference takes place from October 31 – November 2, 2013 at the First Baptist Church of Lincoln Gardens in Somerset, New Jersey.

Rooted in the faith-based dfree® program, the three-day event is designed to help lead people out of debt by providing tools, seminars, training and expert panel discussions on important financial information. Financial professionals from Prudential will present a 120-minute workshop – *Living in Financial Peace – No Debt, No Drama* – outlining the steps to take to develop a financial plan to eliminate debt.

“Our partnerships with faith-based organizations are an important element of our strategy to share crucial wealth-building information with members of the African American community,” said [Mark Hug](#), executive vice president, Product and Marketing for Prudential Individual Life Insurance. “We believe this conference gives us a unique forum to address key financial priorities that will help put consumers on the road to financial empowerment”

According to the [2013-2014 African American Financial Experience](#) research study, African Americans are more than twice as likely to seek out church/faith-based organizations for financial information. This community is also much more likely to choose financial seminars as important financial sources.

Developed by Dr. DeForest B. Soaries, Jr., senior pastor of First Baptist Church, dfree® is a movement consisting of people who are determined to overcome the culture of debt and attain financial freedom. The dfree® program is a 12-week course that provides a strategy to lead people, families and organizations out of debt and into financial independence. For more information about registering for the 2nd Annual dfree® Conference, visit www.mydfree.org.

Prudential's sponsorship of the 2nd Annual dfree® Conference aligns with Prudential's three-pillar approach to diversity and inclusion. The Market Pillar addresses how we connect with key customer segments in our advertising, through targeted multi-cultural marketing. The People Pillar is closely tied to the firm's efforts to make leadership and talent management Prudential's hallmark of distinction. The Community Pillar ensures that we support diverse segments of the community through our philanthropy, third-party relationships and the suppliers that we use, and that we fully leverage the positive story of these relationships to strengthen our brand image.

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 www.news.prudential.com.

Dr. DeForest B. Soaries, Jr and the dFree organization are separate from and unaffiliated with The Prudential Insurance Company of America. Prudential does not endorse or recommend the advice of Dr. Soaries or dfree. The statements made by speaker's other than Prudential employees at this seminar are solely their own and Prudential expresses no opinion with regard to them.

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