

**Prudential named a best place to work by the Human Rights Campaign (HRC)**  
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*Ranking marks 12<sup>th</sup> consecutive year company earns top honor for diversity practices as company launches inaugural LGBT Financial Experience study*

Prudential Financial, Inc. (NYSE: PRU) has once again been named a best place to work for its programs and practices that support the inclusion of lesbian, gay, bisexual and transgender (LGBT) employees by earning the highest score of 100 percent on the Human Rights Campaign's Corporate Equality Index. Prudential has also been chosen to receive the 2013 HRC Corporate Equality Award at the HRC's Greater New York Gala on February 2, 2013 for its unwavering commitment to the HRC and the LGBT Community.

"We are very proud to once again be recognized by the Human Rights Campaign as an employer of choice," says Michele Meyer-Shipp, chief diversity officer. "At Prudential we thrive on an environment that values and appreciates our employees' differences, experiences, talents and creativity and recognize that diversity and inclusion are a critical part of the way we do business."

"Prudential is a strong advocate for LGBT equality in the workplace," said Josh Stoffregen, a director in global communications and president of Prudential's Employee Association of Gay Men, Lesbians, Bisexuals and Transgenders (EAGLES). "EAGLES has been able to help Prudential by shedding light on the unique challenges the LGBT community faces."

Yesterday, in partnership with EAGLES, Prudential Financial unveiled The LGBT Financial Experience, a research study that takes an in-depth look at the current financial landscape for LGBT Americans to better understand the financial challenges and concerns of the community as a whole, same-sex couples and LGBT parents. "This is an important baseline study," said Stoffregen. "We hope that its insights will enable both Prudential and the financial services industry to better meet the LGBT community's financial needs."

The Corporate Equality Index has become a roadmap and benchmarking tool for U.S. businesses in the evolving field of lesbian, gay, bisexual and transgender equality in the workplace. To achieve a perfect score and the coveted distinction of "Best Places to Work for LGBT Equality," companies must have fully-inclusive equal employment opportunity policies, provide equal employment benefits, demonstrate organizational LGBT competency, evidence their commitment to equality publicly and exercise responsible citizenship.

The Human Rights Campaign is America's largest civil rights organization working to achieve lesbian, gay, bisexual and transgender equality. By inspiring and engaging all Americans, Human Rights Campaign strives to end discrimination against LGBT citizens and realize a nation that achieves fundamental fairness and equality for all.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$1.005 trillion of assets under management as of September 30, 2012, 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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