

Prudential lands on LATINA Style Top 50
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Prudential earns a spot for career advancement opportunities for Hispanic women employees

Prudential Financial, Inc. (NYSE: PRU) earned the No. 3 spot on LATINA Style Magazine's annual list of best companies for Latinas in the United States, the LATINA Style 50 Report. The report highlights each company's leadership programs, employee benefits and Latina representation in senior positions.

The magazine surveyed 800 of the Fortune 1000 companies, searching for companies that dedicate effort to promotion initiatives, diverse recruitment and veteran recruitment programs. Prudential was chosen for its career advancement opportunities for Hispanic women employees.

"We value an inclusive workforce, where people with varying perspectives are integral to the company's success," said Emilio Egea, chief diversity officer. "We strive to make Prudential a place where talented people from different backgrounds can succeed."

The creation of LATINA Style's list starts with a survey, made with the assistance of the U.S. Department of Labor, the U.S. Equal Employment Opportunity Commission, and national Hispanic organizations, which is sent to Fortune 1000 companies.

Companies are evaluated on six categories including recruitment and procurement, employee benefits, and programs and policies. Once the survey data is evaluated, qualifying candidates are identified and the final list is compiled. Prudential has been ranked on LATINA Style's 50 Report consistently for 14 years.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$883 billion of assets under management as of June 30, 2011, 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, investment management, and real estate services. 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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