

**Prudential named a best place to work by the Human Rights Campaign (HRC)**  
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*Ranking marks 11<sup>th</sup> consecutive year company earns top honor for diversity practices*

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.

"We want our employees to bring their full selves to work and be valued for their individuality," said Emilio Egea, chief diversity officer. "We strive to create a supportive workplace that values diversity of thought and background which enables us to maximize the full potential of our employees and this recognition helps us validate our efforts."

Launched in 2002, 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.

"I'm extremely proud that the HRC has once again recognized Prudential for its commitment to LGBT employees and diversity 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). "Through EAGLES, employees have an opportunity to grow professionally, mentor others and learn more about LGBT issues," said Stoffregen. EAGLES members also share insights on how Prudential can effectively market its products to the LGBT community.

Earlier this year, EAGLES marked the start of a year-long initiative focused on eliminating bullying by sponsoring an event designed to give employees an understanding of what bullying is, how it manifests in schools and corporate America and, importantly, what everyone can do to help eradicate it. Keynote speaker Wilson Cruz, actor and LGBT advocate, kicked off the event by sharing some of his personal experiences with bullying in school. "I was not what every American boy is supposed to be in high school," Cruz said. "I was not a jock; I was Billy Elliott, dancing and singing down the halls. And I was relentlessly teased and bullied for it—sometimes physically."

Bob DeFillippo, chief communications officer, also spoke at the event. "Bullying affects people of all ethnic backgrounds, economic statuses, religious beliefs, sexual orientations, gender identity and expressions—in short, it affects everyone," DeFillippo said. "I'm happy to have become a member of EAGLES this year and to participate in this initiative because I believe it is really important for non-LGBT employees to be a part of this campaign. Drawing in a more diverse membership to EAGLES to focus on this very serious topic will allow us to truly effect change."

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 \$871 billion of assets under management as of September 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 [www.news.prudential.com](http://www.news.prudential.com).

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