

Prudential named a “40 Best Company for Diversity” by Black Enterprise
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Company cited for commitment to hiring diverse employees and leveraging differences

Prudential Financial, Inc. (NYSE: PRU) earned a spot for the first time on *Black Enterprise*'s annual “40 Best Companies for Diversity” list this year, making Prudential one of only 66 companies to have been selected since the list was first published in 2005.

The magazine surveyed 1,000 publicly traded U.S. companies and 100 global companies with strong U.S. operations. Prudential was chosen for its commitment to keep diversity intertwined with overall business strategy despite the economic downturn.

“We make diversity and inclusion a priority at Prudential,” said Emilio Egea, chief diversity officer. “We’re committed to fostering an environment in which all people are respected and can reach their full potential.”

Black Enterprise composed its list after checking companies for a policy of inclusion for recruitment and retention of employees, the expansion of senior management, composition of corporate directors and development of the supplier pool.

According to *Black Enterprise*, organizations with inclusion policies in these areas realize that hiring diverse employees and leveraging differences sharpen their competitive edge.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$859 billion of assets under management as of March 31, 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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