

Prudential Financial and The Root launch weekly personal finance video series
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Personal finance and careers experts to deliver practical tips and advice through February

In line with its increased focus on multicultural markets, Prudential Financial, Inc. (NYSE: PRU) is partnering with TheRoot.com to create *The Root Live*, a 10-week live-video series featuring thought leaders discussing careers, personal finance and long-term financial planning.

"Our collaboration with The Root allows us to tap into an extensive network of experts to bring insight about today's financial and career challenges to a diverse audience," said Alexandra Galindez, vice president, at Prudential. "We believe this partnership provides a timely and unique forum to have a two-way dialogue with consumers about many of the concerns that Americans are facing today."

The series, which began in early December and will continue through February, airs every Monday at noon EST and can be accessed at www.theroot.com. It is hosted by The Root's contributing editor Harriette Cole and produced by Elon James White, also a contributing editor, the series, and features well-known experts who will answer questions and guide viewers on entrepreneurship, college savings, career changes, investments and a variety of other financial topics.

Experts from Prudential include Donald Smith, manager of financial services, and [Michele Meyer-Shipp](#), vice president and chief diversity officer. The live web series has featured high profile guests including Michelle Singletary, nationally syndicated columnist for *The Washington Post*, and Dr. Michael Lomax, president and CEO of the United Negro College Fund. Viewers can also interact with one another and participate with The Root Live guests through the site's live chat and on Twitter by following the conversation at #therootlive. A listing of upcoming programs is available on [Prudential's newsroom](#).

"Partnering with Prudential to present The Root Live has afforded us the opportunity to enlighten and engage our readers in an interactive forum with real-time financial solutions from the best and brightest industry professionals" said Donna Byrd, Publisher of The Root. "The response has been overwhelming with nearly 5,000 viewers tuning in each week to get information on a variety of financial topics, including entrepreneurship, college savings, career changes, investments and more."

The Root is the leading online source of news and commentary from an African-American perspective. Founded in 2008 under the leadership of Prof. Henry Louis Gates Jr. of Harvard University, The Root offers a unique take on breaking news, provides solid analysis and presents dynamic multimedia content. The Root raises the profile of black voices in mainstream media and engages anyone interested in black culture around the world. The Root is owned by the Washington Post Company.

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.

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