

Prudential jumps into top 10 on DiversityInc "Top 50 Companies for Diversity"
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Company cited for community outreach, talent development, and recruiting through its Business Resource Groups

Prudential Financial, Inc. (NYSE: PRU) earned a top 10 spot on *DiversityInc's* "Top 50 Companies for Diversity" for the 12th consecutive year, moving from No. 16 to No. 9.

A mainstay on the *DiversityInc* Top 50 list, the magazine recognized Prudential for showing leadership in diversity in many ways, including community outreach, talent development and recruiting through its Business Resource Groups.

"Prudential's move up into the top 10 this year is well deserved. This company has done more to help underserved communities than any company we know. Prudential directs 67 percent more of its philanthropy to multicultural nonprofits than the *DiversityInc* Top 50 average," said *DiversityInc*. "Prudential continues to evolve the practices that have made it a diversity-management leader in the face of increased competition and more nuanced evaluation."

In other awards announced by *DiversityInc*, Prudential Financial also ranked:

- No. 8 in The *DiversityInc* Top 10 Companies for Recruitment & Retention
- No. 10 in The *DiversityInc* Top 10 Companies for Blacks
- No. 7 in The *DiversityInc* Top 10 Companies for People With Disabilities

"At Prudential we know that in order to succeed, attract top talent and deliver to diverse markets we need to embrace employees' unique talents, experiences, insights and creativity," says John Strangfeld, Chairman and Chief Executive Officer. "This can only come from an environment that supports diversity and inclusion as a way of life and seeks to embed this belief in every aspect of the business."

Prudential is one of only a few companies that have been on the list every year since it began in 2001. To qualify for the list, participating companies must have more than 1,000 employees and answer a questionnaire on CEO commitment, human capital practices, organizational communications and supplier diversity. A total of 587 companies participated in the 2012 *DiversityInc* Top 50 competition, up 11 percent from last year.

"Our approach to diversity and inclusion is about striving to create a workplace where everyone brings their whole self to do the work of the firm," Emilio Egea, Chief Diversity Officer, told *DiversityInc*. "Encouraging our leaders to build authentic relationships with people who are different, leads to true employee engagement and that increases everyone's commitment and contribution which is key to our success."

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, 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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