

## Prudential Announces 4Q 2009 Earnings

An Important Message from Mark Hug  
VP and Chief Marketing Officer, Individual Life Insurance

February 12, 2010

Last year was an extraordinary year for the global economy, capital markets, financial institutions, companies and individuals alike. On February 10, 2010, Prudential Financial announced our fourth quarter and full year 2009 earnings results.

Pretax adjusted operating income\* in 2009 for the Financial Services Businesses was more than double the level of 2008. Our results clearly underscore the strength of our businesses during these challenging times.

Individual Life Insurance reported annualized new business premiums of \$91 million, compared to \$86 million a year ago, for the fourth quarter. Pre-tax adjusted operating income was \$141 million compared to \$9 million in the year ago quarter.

For more details on our earnings, please visit [www.investor.prudential.com](http://www.investor.prudential.com).

Throughout these turbulent times, we stated that we expected that Prudential would weather this storm better than most. We also said that we aspired to gain ground. Our results quantifiably demonstrate that, virtually across the full range of our businesses, we have achieved both objectives.

We were the beneficiaries of a "flight to quality," as customers, both individual and institutional, turned to companies with the strength, dependability and durability to stand behind their promises.

We ended the year with significant capital capacity, bolstered by our successful capital raisings during the year and the sale of our joint venture interest in Wachovia Securities Financial Holdings to Wells Fargo & Company. We believe that we are well positioned both for future growth and to meet any future economic challenges that lie ahead.

We continue to maintain a high-quality investment portfolio that is defensively positioned as a result of the cautious outlook we have maintained for the past several years. Our exposure to both residential mortgage-backed securities and commercial real estate remains manageable. And, our ratings remain strong.

No one can predict what may be next for the economy and global markets. But at Prudential, we have never felt better about our businesses and their prospects.

Brokerage Distribution is integral to our growth. Shortly, we will announce a new Vice President of BGA Growth Strategy. You can feel confident in increasing your overall percentage of business with Prudential.

We look forward to having the opportunity to work with you to achieve your goals in 2010 and beyond.

Your Success Matters,



Mark Hug  
VP and Chief Marketing Officer, Individual Life Insurance

\*Adjusted operating income is a non-GAAP measure of performance of our Financial Services Businesses that is adjusted for certain items. Adjusted operating income is not a substitute for income determined in accordance with generally accepted accounting principles (GAAP), and the adjustments made to derive adjusted operating income are important to an understanding of our overall results of operations. References to adjusted operating income and net income refer to amounts attributable to Prudential Financial, Inc. For a reconciliation of adjusted operating income to the comparable GAAP measure, please see our SEC Filings on Form 10-K and Form 10-Q, and our earnings press releases, which can be found on [www.investor.prudential.com](http://www.investor.prudential.com).

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