

# *An Important Message from Mark Hug*

VP and Chief Marketing Officer, Individual Life Insurance

June 29, 2009

As part of our ongoing effort to update you on developments at Prudential, I wanted to advise you that on June 26, 2009, Moody's affirmed the insurance financial strength ratings of Prudential Financial, Inc.'s life insurance subsidiaries for which it assigns ratings at A2.

The outlook on these ratings was changed to stable from negative.

Given the continued overall decline in the economy during the first half of the year, the fact that our financial strength ratings were maintained underscores our fundamental strength and ability to weather ongoing market volatility.

We believe Moody's returning Prudential's outlook to stable at a time when credit and equity markets remain challenging, reflects their confidence in our financial strength and flexibility.

Moody's also affirmed the long-term senior debt rating of Prudential Financial, Inc. at Baa2. The outlook for this rating was changed to stable from negative. Moody's announced that it was continuing the review for possible downgrade of Prudential Funding, LLC's (Pru Funding) Prime-1 short-term debt rating for commercial paper, which was initiated on March 18, 2009.

We remain comfortable with our risk profile and believe that we are in a strong position to manage through the current environment. Prudential and its insurance subsidiaries have strong capital and liquidity positions.

Our financial resources were further reinforced with the public offering of \$1.4 billion of common stock and a debt offering of \$1.0 billion, each of which closed on June 8, 2009.

Raising additional capital in this manner allows us to take advantage of opportunities to grow our business and ensure we continue to have a strong capital position in the event of a significant future market downturn.

When your clients want a brand name they can trust, look to Prudential. As always, thank you for your business.

Sincerely,



Mark Hug  
VP and Chief Marketing Officer, Individual Life Insurance