



John R. Strangfeld
Chairman and Chief Executive Officer

Prudential Financial, Inc.
751 Broad Street, Newark, NJ 07102

November 21, 2008

To Our Clients:

As you know, the recent volatility in the market has touched nearly every sector and many companies. On November 21, 2008 Moody's affirmed the senior debt ratings of Prudential Financial, Inc. at A3. It also affirmed the insurance financial strength ratings of its affiliates at Aa3, including The Prudential Insurance Company of America. The outlook on all ratings was changed to "negative" from "stable".

This announcement reflects how the unprecedented market volatility has affected the entire insurance industry, which was placed on review by the ratings agencies in September. To put this announcement in perspective, the possible outcomes from this routine review were:

- Affirmed rating, stable outlook
- Affirmed rating, negative outlook
- Review for possible downgrade
- Downgrade one or more rating category

I want you to know that we remain comfortable with our risk profile and believe that we are in a strong position to manage through the current environment. A few specifics:

- We manage our businesses and assets to ensure that we can fully meet all of our obligations to our clients now and in the future. We maintain appropriate reserves and risk control procedures to ensure client assets are protected.
- The company had \$602 billion in assets under management as of September 30, 2008.
- We have a solid balance sheet and a strong liquidity position.
- The quality of our underlying businesses – our business fundamentals – continues to be strong.
- Prudential's diverse business mix includes businesses with little to no exposure to equity market fluctuations.
- Our strategic direction has not changed. We have two growth engines: International Insurance and our U.S. retirement businesses. We have complementary U.S. protection businesses. These are high-quality businesses with sustainable value propositions. We continue to grow and invest in new markets and businesses.

Let me say again, I believe the strength and diversity of Prudential's core businesses, our risk management capabilities, and our investment expertise will see us through this current economic storm. Thank you for your continued business.

Yours sincerely,

A handwritten signature in black ink, appearing to read "John R. Strangfeld", written in a cursive style.