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NEWARK, N.J. — Prudential Financial, Inc. was named the World's Most Admired company in the "Insurance: Life, Health category" of FORTUNE's 2008 annual World's Most Admired Companies(R) list. The ranking will appear in the March 17, 2008 International Edition of FORTUNE. This is the second year in a row that Prudential was the top-ranked company in this survey.

"The survey results reflect the hard work and dedication of our associates around the world to meeting our customers' needs and developing innovative products," said John Strangfeld, Chief Executive Officer, Prudential Financial, Inc. "They also underscore the strength of our unique needs-based approach to offering life insurance through highly-trained Life Planners in international markets. We are delighted that the achievements of our professionals have earned such strong recognition."

The FORTUNE survey of 1467 industry professionals and analysts ranks companies according to a number of key attributes used to calculate a company's overall "corporate reputation" score. These include innovation, people management, use of corporate assets, social responsibility, quality of management, financial soundness, long-term investment, quality of products/services and global competitiveness. Prudential achieved an overall score of 7.25 in the survey.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$648 billion of assets under management as of December 31, 2007, has operations in the United States, Asia, Europe, and Latin America. Leveraging its heritage of life insurance and asset management expertise, Prudential Financial, Inc. is focused on helping individual and institutional customers grow and protect their wealth. The company's well-known Rock symbol is an icon of strength, stability, expertise and innovation that has stood the test of time. Prudential Financial, Inc.'s businesses offer a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds, investment management, and real estate services. For more information, please visit www.prudential.com

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