

by Business-Wire

NEWARK, N.J.--(BUSINESS WIRE)--Prudential Financial, Inc. (NYSE:PRU - News) today announced the launch of Prudential Women & Money (<http://www.prudential.com/women>) designed to help today's savvy women manage the myriad financial aspects of their daily lives that ultimately impact their long-term financial security. While 80% of women desire to achieve a secure retirement, according to Prudential's 2008 Study on The Financial Experiences and Behaviors Among Women, only 18% feel confident in their ability to do so. Women are looking for a reputable source of educational information to help close their confidence gap and identify solutions to achieve their goals. Women & Money resources are available to consumers at no charge.

"Women face unique challenges when it comes to managing their financial lives. A longer lifespan coupled with the increased likelihood of serving as a caregiver for children or elderly relatives causes many women to put their financial needs and planning on the back burner," said Mary Flowers, vice president of Global Communication at Prudential. "Our eight years of researching women's financial experience serves as proof-positive that women need easily accessible tools to help them manage their financial lives today while preparing for their future retirement."

Prudential's study highlighted women's views on the increased role and importance of online resources in helping them with financial decision-making. In fact, 83% of women found financial services companies' websites to be one of the most credible sources of financial information. The new Women & Money site will offer a positive experience to women who are looking for financial insight. The site offers advice from a range of financial experts from Prudential, as well as an ever-changing mix of external guest columnists. Guest columnists include Discovery Network's Chief Medical Correspondent Dr. Pamela Peeke who provides tips on how women can find a balance between their health and wealth, and author and noted women's expert Mary Lou Quinlan who discusses career strategies.

Women & Money offers fresh and engaging content to women in a manner that allows them to quickly select the content most relevant to their situation. Interactive tools, including calculators and worksheets, are readily available to help women analyze their personal financial situation and implement a plan to help them improve their financial situation. In addition, women can submit their own personal stories, as well as read those of peers to learn lessons and real life success strategies.

"We recognize the time constraints and juggling acts that many women are faced with, and we've developed a site to help them make the best use of their time, while making it easy for them to share their findings with their trusted network of family and friends," said Flowers.

For more information on Prudential's 2008 Women's Study or on Women & Money, please visit [www.prudential.com/women](http://www.prudential.com/women).

Prudential Financial, Inc. (NYSE: PRU - News), a financial services leader with approximately \$631 billion of assets under management as of March 31, 2008, has operations in the United States, Asia, Europe, and Latin America. Leveraging its heritage of life insurance and asset management expertise, Prudential is focused on helping approximately 50 million 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'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](http://www.prudential.com).

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