



John R. Strangfeld
Chairman and Chief Executive Officer

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

November, 2009

Dear Clients and Colleagues:

Prudential Financial announced its third quarter 2009 results on November 4. I want to share highlights of our results with you and provide an update on the progress we have made.

In the third quarter our business continued to perform well. Sales and net flows were solid across our domestic businesses, and international insurance sales were strong as well.

Our results reflect the underlying strength of our diversified portfolio of businesses, as well as continuing improvements in financial markets. Given continuing uncertainties in the economy and markets, we have bolstered our financial strength and flexibility through long-term debt and equity issues of more than \$4 billion this year.

I am pleased to say that Prudential's businesses are benefitting from strong value propositions virtually across the board. Throughout this downturn, even when our earnings were overshadowed by the results of some of our more equity market-sensitive businesses, Prudential's fundamentals remained strong.

We are encouraged by our solid sales and net flows in the third quarter and throughout the first nine months of this year. We recognize that these results underscore the trust our clients place in Prudential as a partner offering innovative solutions for financial security.

I want to thank you for your business. We appreciate your continued confidence in our company and we look forward to continuing to deliver the outstanding service, advice and solutions you expect of us.

Sincerely,

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