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Prudential Financial, Inc. Board of Directors Adopts Non-Binding “Say on Pay” Shareholder Vote

NEWARK, N.J.--([BUSINESS WIRE](#))--Prudential Financial, Inc. (NYSE:PRU) announced that its Board of Directors has approved an advisory shareholder vote on executive compensation which will become effective at the company’s annual meeting in 2010.

Under the plan, Prudential’s shareholders will be able to cast an advisory vote on the overall executive compensation policies and procedures employed by the compensation committee for Prudential’s named executive officers every other year.

John R. Strangfeld, Chairman and Chief Executive Officer said, “We welcome the advisory vote from our shareholders on the overall executive compensation policies and procedures. The Board’s actions are in-line with the company’s core values and our commitment to doing business the right way.”

Jon F. Hanson, Lead Director said, “Prudential’s shareholders have clearly indicated their support for an advisory say on pay. As in the past, and in keeping with Prudential’s strong governance principles and practices, Prudential’s board of directors has adopted this new policy in response to input from our shareholders.”

Timothy Smith, Senior Vice President Environment, Social and Governance Group for Walden Asset Management, a shareholder advocate and proponent of say-on-pay proposals said, “Prudential is to be commended for showing respect for its shareowners by implementing the Advisory Vote as requested.”

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$580 billion of assets under management as of June 30, 2009, 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 <http://www.news.prudential.com/>.

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