

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): October 3, 2002

PRUDENTIAL FINANCIAL, INC.

(Exact name of registrant as specified in its charter)

New Jersey
(State or other jurisdiction of incorporation)

001-16707
(Commission File Number)

22-3703799
(I.R.S. Employer Identification No.)

751 Broad Street
Newark, New Jersey 07102
(Address of principal executive offices and zip code)

(973) 802-6000
(Registrant's telephone number, including area code)

Item 5. Other Information.

On October 3, 2002, Prudential Financial, Inc., a New Jersey Corporation, issued a press release indicating it is exploring options for its personal lines property and casualty business, a copy of which is attached hereto as Exhibit 99.0 and is incorporated herein by reference.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 3, 2002

Prudential Financial, Inc.

By: /s/ Anthony S. Piszal

Name: Anthony S. Piszal

Title: Controller (Principal Accounting Officer)

Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.0	Press Release of Prudential Financial, Inc., dated October 3, 2002.

News Release

For Immediate Release

October 3, 2002

Contact: **Bob DeFillippo**
973 802-4149

Prudential Financial, Inc. Explores Options for its Personal Lines Business

Newark, NJ — Prudential Financial, Inc. (NYSE:PRU) today announced that it is circulating information about its personal lines property and casualty business to other companies to assess interest in its potential sale. Prudential had previously said that it was exploring options concerning the future of this business. The company stressed that it is exploring several alternatives and that it has not made a final decision.

Prudential Financial companies, with approximately \$557 billion in total assets under management and administration as of June 30, 2002, serve individual and institutional customers worldwide and include The Prudential Insurance Company of America, one of the largest life insurance companies in the U.S. These companies offer a variety of products and services, including life insurance, property and casualty insurance, mutual funds, annuities, pension and retirement related services and administration, asset management, securities brokerage, banking and trust services, real estate brokerage franchises and relocation services. For more information, visit www.prudential.com.

[LOGO of Prudential Financial]