

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person*

BANTA VIVIAN L

(Last) (First) (Middle)

C/O PRUDENTIAL FINANCIAL, INC.

751 BROAD STREET, 4TH FLOOR

(Street)

NEWARK NJ 071023777

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

PRUDENTIAL FINANCIAL INC [PRU]

3. Date of Earliest Transaction (Month/Day/Year)

02/15/2007

4. If Amendment, Date of Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director

10% Owner

X Officer (give title below)

Other (specify below)

Vice Chairman

6. Individual or Joint/Group Filing (Check Applicable Line)

X Form filed by One Reporting Person

Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	02/15/2007		s		1,000	D	\$91.76	128,867	D	
Common Stock	02/15/2007		s		2,000	D	\$91.75	126,867	D	
Common Stock	02/15/2007		s		1,000	D	\$91.73	125,867	D	
Common Stock	02/15/2007		s		16,836	D	\$91.7	109,031	D	
Common Stock	02/15/2007		s		11,000	D	\$91.69	98,031	D	
Common Stock	02/15/2007		s		3,000	D	\$91.68	95,031	D	
Common Stock	02/15/2007		s		3,000	D	\$91.67	92,031	D	
Common Stock	02/15/2007		s		4,000	D	\$91.66	88,031	D	
Common Stock	02/15/2007		s		1,000	D	\$91.65	87,031	D	
Common Stock	02/15/2007		s		1,000	D	\$91.64	86,031	D	
Common Stock	02/15/2007		s		1,000	D	\$91.63	85,031	D	
Common Stock	02/15/2007		s		6,000	D	\$91.6	79,031 ⁽¹⁾	D	
Common Stock								515 ⁽²⁾	I	By 401(k)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

1. Following the transactions reported on this Form 4, the reporting person continues to hold 79,031 shares directly and 515 shares indirectly through the 401(k). The reporting person also holds an additional 21,109 shares in the deferred compensation plan, 87,226 vested stock options, 145,738 unvested stock options and 77,123 target performance shares (the exact number of performance shares awarded being dependent on achievement of performance goals).

2. Beneficial ownership includes shares acquired under The Prudential Employee Savings Plan which are exempt transactions pursuant to Rules 16b-3(c) and 16a-3(f)(1)(i)(B).

Remarks:

By: /s/ Kathleen M. Gibson,

Attorney-in-fact

02/16/2007

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.