UNITED STATES
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): September 9, 2008

PRUDENTIAL FINANCIAL, INC.
(Exact name of registrant as specified in its charter)

New Jersey	001-16707	22-3703799
(State or other jurisdiction of incorporation)	(Commission File Number)	(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)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

¨ **Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)**

¨ **Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)**

¨ **Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))**

¨ **Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))**

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On September 9, 2008, the Board of Directors of Prudential Financial, Inc. (the "Company") elected Mr. Thomas J. Baltimore, Jr. as a director, effective October 1, 2008. Attached as Exhibit 99.0 is a Company news release, dated September 9, 2008, announcing Mr. Baltimore's election.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

99.0 News release of Prudential Financial, Inc., dated September 9, 2008, announcing the election of Mr. Thomas J. Baltimore, Jr. to the Board of Directors.

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: September 9, 2008

PRUDENTIAL FINANCIAL, INC.

By:	/s/ Brian J. Morris
Name:	Brian J. Morris
Title:	Vice President and Assistant Secretary

Exhibit Index

Exhibit No.	Description
99.0	News release of Prudential Financial, Inc., dated September 9, 2008, announcing the election of Mr. Thomas J. Baltimore, Jr. to the Board of Directors.

Exhibit 99.0

News Release

Prudential

Prudential Financial, Inc.
751 Broad Street
Newark, NJ 07102-3777
www.prudential.com

For Immediate Release
September 9, 2008

Contact: Gabrielle Shanin
(973) 802-7779

PRUDENTIAL FINANCIAL, INC. ELECTS RLJ DEVELOPMENT PRESIDENT THOMAS J. BALTIMORE, JR. TO BOARD OF DIRECTORS

NEWARK, N.J. – Prudential Financial, Inc. (NYSE: PRU) announced today that Thomas J. Baltimore, Jr. has been elected to the company's board of directors, effective October 1, 2008**.**

Baltimore is co-founder and president of RLJ Development, LLC (RLJ), a privately held real estate investment company. RLJ and its affiliates have in excess of $2 billion in equity under management and the company currently owns 121 hotels in major markets in North America, with more than 16,000 guestrooms and a portfolio value of $2.6 billion.

Prior to co-founding RLJ, Baltimore was with Hilton Hotels Corporation as vice president, Gaming Development (1997 to 1998) and later as vice president, Development and Finance (1999 to 2000). Previously he was with Marriott Corporation where he served in various management positions including vice president, Business Development for Host Marriott Services (1994 to 1996).

"We are extremely pleased to have Tom as a member of our board," said John Strangfeld, chairman and CEO of Prudential Financial, Inc. "His investment acumen and experience make a valuable addition to an already strong board."

Mr. Baltimore earned both a B.S. and an M.B.A. from the University of Virginia. He serves as a Trustee of the university's Darden School Foundation and as a board member of its Jefferson Scholars Foundation. He is also on the Board of Integra LifeSciences Holdings Corporation.

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Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately $638 billion of assets under management as of June 30, 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 http://www.news.prudential.com/.

Prudential