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): May 5, 2010

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 2.02 Results of Operations and Financial Condition.

Prudential Financial, Inc., a New Jersey corporation (the "Company"), furnishes herewith, as Exhibit 99.0, a news release announcing first quarter 2010 results.

See also Item 7.01 below, which is incorporated herein by reference.

Item 7.01 Regulation FD Disclosure.

A. Earnings Release. The Company furnishes herewith, as Exhibit 99.0, a news release announcing first quarter 2010 results.

B. Quarterly Financial Supplement. The Company furnishes herewith, as Exhibit 99.1, the Quarterly Financial Supplement for its Financial Services Businesses for the quarterly period ended March 31, 2010.

C. Exposure to the Sovereign and Local Government Debt of Portugal, Ireland, Italy, Greece and Spain. In anticipation of investor interest, the Company is disclosing that as of March 31, 2010, its consolidated direct exposure to the sovereign and local government debt of Portugal, Ireland, Italy, Greece and Spain was collectively approximately $400 million, substantially all within the Financial Services Businesses, based on amortized cost. This amount includes approximately $320 million representing Italian government securities owned by Prudential's Italian insurance operations.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.0 News release of Prudential Financial, Inc., dated May 5, 2010, announcing first quarter 2010 results (furnished and not filed).

99.1 Quarterly Financial Supplement for the Financial Services Businesses of Prudential Financial, Inc. for the quarterly period ended March 31, 2010 (furnished and not filed).

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: May 5, 2010

PRUDENTIAL FINANCIAL, INC.

By: /S/ PETER B. SAYRE

Name: Peter B. Sayre

Title: Senior Vice President and
Principal Accounting Officer

Exhibit Index

Exhibit No.	Description
99.0	News release of Prudential Financial, Inc., dated May 5, 2010, announcing first quarter 2010 results (furnished and not filed).
99.1	Quarterly Financial Supplement for the Financial Services Businesses of Prudential Financial, Inc. for the quarterly period ended March 31, 2010 (furnished and not filed).

Exhibit 99.0

News Release

Prudential

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

For Immediate Release | **Contact:** **Gabrielle Shanin**
May 5, 2010 | (973) 802-7779

PRUDENTIAL FINANCIAL, INC.
ANNOUNCES FIRST QUARTER 2010 RESULTS

- **Net income of Financial Services Businesses attributable to Prudential Financial, Inc. of $536 million, or $1.15 per Common share.**
- **After-tax adjusted operating income of $699 million, or $1.49 per Common share; earnings per Common share up 45% from year-ago quarter.**
- **Significant items included in current quarter adjusted operating income:**
  - Net pre-tax benefit of $115 million in Individual Annuities from reserve releases for guaranteed death and income benefits, reduced amortization of deferred policy acquisition and other costs, mark-to-market of hedging positions and embedded derivatives, and refinements based on review and settlement of reinsurance contracts related to acquired business.
- **Operational highlights for the first quarter:**
  - Individual Annuity gross sales of $4.9 billion, up from $2.2 billion a year ago; net sales $3.2 billion, up from $643 million a year ago.
  - Full Service Retirement gross deposits and sales of $5.6 billion and net additions of $1.1 billion, marking the tenth consecutive quarter of net additions, compared to gross deposits and sales of $10.5 billion and net additions of $6.3 billion a year ago.
  - Individual Life annualized new business premiums of $68 million, compared to $84 million a year ago.
  - Group Insurance annualized new business premiums of $346 million, compared to $344 million a year ago.
  - International Insurance constant dollar basis annualized new business premiums reach record-high $396 million, compared to $337 million a year ago.

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- Assets under management of $693 billion at March 31, 2010, compared to $667 billion at December 31, 2009.
- Gross unrealized losses on general account fixed maturity investments of the Financial Services Businesses of $3.7 billion at March 31, 2010, compared to $4.4 billion at December 31, 2009; net unrealized gains of $2.4 billion at March 31, 2010 compared to $998 million at December 31, 2009.
- GAAP book value for Financial Services Businesses, $25.7 billion or $54.63 per Common share, compared to $24.2 billion or $51.52 per Common share at December 31, 2009.

NEWARK, N.J. – Prudential Financial, Inc. (NYSE:PRU) today reported net income of its Financial Services Businesses attributable to Prudential Financial, Inc. of $536 million for the first quarter of 2010, compared to a net loss of $5 million for the year-ago quarter. Net income per Common share was $1.15 for the first quarter of 2010 and 1 cent for the year-ago quarter. After-tax adjusted operating income for the Financial Services Businesses was $699 million ($1.49 per Common share) for the first quarter of 2010, compared to $427 million ($1.03 per Common share) for the first quarter of 2009. Adjusted operating income is a non-GAAP measure as discussed below.

“Each of our divisions achieved solid earnings growth for the first quarter, giving us a strong start toward reaching our goals for the year. Our sales momentum and net flows for the first quarter reflect our enhanced competitive position, as clients look to Prudential as a trusted partner offering innovative solutions to meet financial security needs. Our financial strength and flexibility position us well to take advantage of market opportunities, and we are focused on adding quality business that can contribute appropriate returns over market cycles. While we continue to live in uncertain times, I am confident that our balanced portfolio of businesses and talented staff will support our growth of sustainable earnings power over time,” said Chairman and Chief Executive Officer John Strangfeld.

Adjusted operating income is not calculated under generally accepted accounting principles (GAAP). Information regarding adjusted operating income, a non-GAAP measure, is discussed

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later in this press release under “Forward-Looking Statements and Non-GAAP Measures,” and a reconciliation of adjusted operating income to the most comparable GAAP measure is provided in the tables that accompany this release.

Financial Services Businesses

Prudential Financial’s Common Stock (NYSE:PRU) reflects the performance of its Financial Services Businesses, which consist of its U.S. Retirement Solutions and Investment Management, U.S. Individual Life and Group Insurance, and International Insurance and Investments divisions and its Corporate and Other operations.

The International Investments segment’s Korean asset management operations have been classified as “discontinued operations” and excluded from adjusted operating income for all periods presented, as a result of the company’s definitive agreement to sell these operations.

In the following business-level discussion, adjusted operating income refers to pre-tax results.

The **U.S. Retirement Solutions and Investment Management division** reported adjusted operating income of $514 million for the first quarter of 2010, compared to $175 million in the year-ago quarter.

The Individual Annuities segment reported adjusted operating income of $260 million in the current quarter, compared to $17 million in the year-ago quarter. Current quarter results benefited $53 million from net reductions in reserves for guaranteed minimum death and income benefits and $21 million from a net reduction in amortization of deferred policy acquisition and other costs, reflecting an updated estimate of profitability for this business. These benefits to results were largely driven by increases in customer account values during the current quarter. Mark-to-market of embedded derivatives and related hedge positions associated with living benefits, after amortization of deferred policy acquisition and other costs, and hedging positions implemented in mid-2009 to mitigate exposure to declines in capital from adverse financial market conditions, resulted in a net benefit of $16 million to current quarter adjusted operating income. In addition,

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current quarter results include a net benefit of $25 million from refinements based on review and settlement of reinsurance contracts related to acquired business. Results for the year-ago quarter included a net charge of $327 million from adjustment of reserves and amortization to reflect an update of estimated profitability, largely driven by declines in customer account values associated with adverse financial market conditions during that quarter. In addition, results for the year-ago quarter included a net benefit of $261 million from mark-to-market of embedded derivatives and related hedge positions associated with living benefits, primarily driven by the required adjustment of embedded derivative liabilities for living benefits to recognize market-based non-performance risk associated with our own credit standing. Excluding the effect of the foregoing items, adjusted operating income for the Individual Annuities segment increased $62 million from the year-ago quarter, primarily reflecting higher asset-based fees due to growth in variable annuity account values.

The Retirement segment reported adjusted operating income of $171 million for the current quarter, compared to $159 million in the year-ago quarter. Results for the year-ago quarter benefited $13 million from the required adjustment of liabilities for contract guarantees to recognize market-based non-performance risk. Excluding this item, adjusted operating income of the Retirement segment increased $25 million from the year-ago quarter. The increase resulted primarily from higher fees associated with growth in full service retirement account values and a greater contribution from investment results.

The Asset Management segment reported adjusted operating income of $83 million for the current quarter, compared to a loss of $1 million in the year-ago quarter. Investment results associated with proprietary investing activities contributed income of approximately $5 million in the current quarter compared to losses of approximately $40 million in the year-ago quarter. The remainder of the improvement in results came primarily from increased asset management fees and a greater contribution from performance-based fees.

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The **U.S. Individual Life and Group Insurance division** reported adjusted operating income of $144 million for the first quarter of 2010, compared to $133 million in the year-ago quarter.

The Individual Life segment reported adjusted operating income of $91 million for the current quarter, compared to $40 million in the year-ago quarter. Current quarter results benefited from lower net amortization of deferred policy acquisition and other costs primarily relating to separate account performance, together with related costs, reflecting unfavorable financial market conditions in the year-ago quarter.

The Group Insurance segment reported adjusted operating income of $53 million in the current quarter, compared to $93 million in the year-ago quarter. Current quarter results reflected less favorable group life claims experience than in the year-ago quarter.

The **International Insurance and Investments division** reported adjusted operating income of $496 million for the first quarter of 2010, compared to $432 million in the year-ago quarter.

The International Insurance segment reported adjusted operating income of $484 million for the current quarter, an increase of $59 million from the year-ago quarter. Adjusted operating income of the segment's Life Planner insurance operations increased $33 million, to $327 million for the current quarter from $294 million in the year-ago quarter, primarily reflecting continued business growth and more favorable mortality experience in the current quarter. The segment's Gibraltar Life operations reported adjusted operating income of $157 million for the current quarter, an increase of $26 million from $131 million in the year-ago quarter. Current quarter results for Gibraltar Life include $6 million from the former Yamato Life business acquired on May 1, 2009. Gibraltar Life's current quarter results benefited from a lower level of expenses than that of the year-ago quarter and a greater contribution from investment results associated with fixed annuity products primarily denominated in U.S. dollars, reflecting growth in account values. Foreign currency exchange rates, including the impact of the Company's currency hedging programs, had a favorable impact of $8 million on results for the segment's international insurance businesses in comparison to the year-ago quarter, including $5 million within Gibraltar Life.

The International Investments segment reported adjusted operating income of $12 million for the current quarter, compared to $7 million in the year-ago quarter, primarily reflecting improved results from the segment's global commodities operations.

Corporate and Other operations resulted in a loss, on an adjusted operating income basis, of $202 million in the first quarter of 2010, compared to a loss of $175 million in the year-ago quarter. The current quarter loss was primarily driven by interest expense, net of investment income. Net interest costs increased in comparison to the year-ago quarter, reflecting a greater level of capital debt as well as the negative spread associated with the investment of debt issuance proceeds in cash and short-term investments. Current quarter results also reflect higher expenses, including the impact of certain liabilities that are affected by changes in equity and other markets. The Company's real estate and relocation business reported a reduced loss in comparison to the year-ago quarter, with losses amounting to $7 million in the current quarter and $63 million in the year-ago quarter, reflecting more favorable residential real estate market conditions and lower expenses.

Assets under management amounted to $693 billion at March 31, 2010, compared to $542 billion a year earlier and $667 billion at December 31, 2009.

Net income of the Financial Services Businesses attributable to Prudential Financial, Inc. amounted to $536 million for the first quarter of 2010, compared to a net loss of $5 million in the year-ago quarter.

Current quarter net income includes $84 million of pre-tax net realized investment losses and related charges and adjustments. Net realized investment losses in the current quarter reflect $292 million of losses from impairments and sales of credit-impaired investments. The losses from impairments and sales of credit-impaired investments relate primarily to the Company's Japanese insurance operations, including $169 million for fixed maturities and $60 million for equity securities within those operations. The remainder of current quarter impairments relate principally to asset backed securities collateralized by sub-prime mortgages. The losses from impairments and

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sales of credit-impaired investments were partially offset by $182 million of net increases in market value of derivatives, primarily related to the Company's investment duration management and hedging programs driven by changes in interest rates.

At March 31, 2010, gross unrealized losses on general account fixed maturity investments of the Financial Services Businesses amounted to $3.702 billion, including $2.628 billion on high and highest quality securities based on NAIC or equivalent ratings. Gross unrealized losses include $1.250 billion related to asset-backed securities collateralized by sub-prime mortgages. Gross unrealized losses on general account fixed maturity investments of the Financial Services Businesses at March 31, 2010 include $1.991 billion of declines in value of 20% or more of amortized cost. Gross unrealized losses on general account fixed maturity investments of the Financial Services Businesses amounted to $4.389 billion at December 31, 2009. Net unrealized gains on general account fixed maturity investments of the Financial Services Businesses amounted to $2.429 billion at March 31, 2010, compared to $998 million at December 31, 2009.

Net income for the current quarter also reflects pre-tax increases of $252 million in recorded asset values and $320 million in recorded liabilities representing changes in value which are expected to ultimately accrue to contractholders. These changes primarily represent interest rate related mark-to-market adjustments. Net income for the current quarter also includes $7 million of pre-tax losses from divested businesses.

Net income of the Financial Services Businesses for the year-ago quarter included $663 million of pre-tax net realized investment losses and related charges and adjustments, increases of $145 million in recorded assets and $45 million in recorded liabilities for which changes in value are expected to ultimately accrue to contractholders, and a loss of $32 million from divested businesses, in each case before income taxes.

Closed Block Business

Prudential's Class B Stock, which is not traded on any exchange, reflects the performance of its Closed Block Business.

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The Closed Block Business includes our in-force participating life insurance and annuity policies, and assets that are being used for the payment of benefits and policyholder dividends on these policies, as well as other assets and equity that support these policies. We have ceased offering these participating policies.

The Closed Block Business reported income from continuing operations before income taxes of $259 million for the first quarter of 2010, compared to $30 million for the year-ago quarter. Current quarter results include pre-tax net realized investment gains of $274 million, primarily from net increases in market value of derivatives used in investment management duration and hedging programs. The Closed Block Business reported net income attributable to Prudential Financial, Inc. of $161 million for the first quarter of 2010 and $19 million for the year-ago quarter.

Consolidated Results

There is no legal separation of the Financial Services Businesses and the Closed Block Business, and holders of the Common Stock and the Class B Stock are both common stockholders of Prudential Financial, Inc.

On a consolidated basis, which includes the results of both the Financial Services Businesses and the Closed Block Business, Prudential Financial, Inc. reported net income attributable to Prudential Financial, Inc. of $697 million for the first quarter of 2010 compared to $14 million for the year-ago quarter.

Forward-Looking Statements and Non-GAAP Measures

Certain of the statements included in this release constitute forward-looking statements within the meaning of the U. S. Private Securities Litigation Reform Act of 1995. Words such as “expects,” “believes,” “anticipates,” “includes,” “plans,” “assumes,” “estimates,” “projects,” “intends,” “should,” “will,” “shall,” or variations of such words are generally part of forward-looking statements. Forward-looking statements are made based on management’s current expectations and beliefs concerning future developments and their potential effects upon Prudential

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Financial, Inc. and its subsidiaries. There can be no assurance that future developments affecting Prudential Financial, Inc. and its subsidiaries will be those anticipated by management. These forward-looking statements are not a guarantee of future performance and involve risks and uncertainties, and there are certain important factors that could cause actual results to differ, possibly materially, from expectations or estimates reflected in such forward-looking statements, including, among others: (1) general economic, market and political conditions, including the performance and fluctuations of fixed income, equity, real estate and other financial markets; (2) the availability and cost of external financing for our operations, which has been affected by the stress experienced by the global financial markets; (3) interest rate fluctuations; (4) reestimates of our reserves for future policy benefits and claims; (5) differences between actual experience regarding mortality, morbidity, persistency, surrender experience, interest rates or market returns and the assumptions we use in pricing our products, establishing liabilities and reserves or for other purposes; (6) changes in our assumptions related to deferred policy acquisition costs, valuation of business acquired or goodwill; (7) changes in our claims-paying or credit ratings; (8) investment losses, defaults and counterparty non-performance; (9) competition in our product lines and for personnel; (10) changes in tax law; (11) economic, political, currency and other risks relating to our international operations; (12) fluctuations in foreign currency exchange rates and foreign securities markets; (13) regulatory or legislative changes, including government actions in response to the stress experienced by the global financial markets; (14) adverse determinations in litigation or regulatory matters and our exposure to contingent liabilities, including in connection with our divestiture or winding down of businesses; (15) domestic or international military actions, natural or man-made disasters including terrorist activities or pandemic disease, or other events resulting in catastrophic loss of life; (16) ineffectiveness of risk management policies and procedures in identifying, monitoring and managing risks; (17) effects of acquisitions, divestitures and restructurings, including possible difficulties in integrating and realizing the projected results of acquisitions; (18) changes in statutory or U.S. GAAP accounting principles, practices or policies; (19) changes in assumptions for retirement expense; (20) Prudential Financial, Inc.'s primary reliance, as a holding company, on dividends or distributions from its subsidiaries to meet debt payment obligations and the ability of the subsidiaries to pay such dividends or distributions in

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light of our ratings objectives and/or applicable regulatory restrictions; and (21) risks due to the lack of legal separation between our Financial Services Businesses and our Closed Block Business. The foregoing risks are even more pronounced in severe adverse market and economic conditions such as those that began in the second half of 2007 and continued into 2009. Prudential Financial, Inc. does not intend, and is under no obligation, to update any particular forward-looking statement included in this document.

Adjusted operating income is a non-GAAP measure of performance of our Financial Services Businesses. Adjusted operating income excludes "Realized investment gains (losses), net," as adjusted, and related charges and adjustments. A significant element of realized investment gains and losses are impairments and credit-related and interest rate-related gains and losses. Impairments and losses from sales of credit-impaired securities, the timing of which depends largely on market credit cycles, can vary considerably across periods. The timing of other sales that would result in gains or losses, such as interest rate-related gains or losses, is largely subject to our discretion and influenced by market opportunities as well as our tax and capital profile.

Realized investment gains (losses) within certain of our businesses for which such gains (losses) are a principal source of earnings, and those associated with terminating hedges of foreign currency earnings and current period yield adjustments are included in adjusted operating income. Realized investment gains and losses from products that are free standing derivatives or contain embedded derivatives, and from associated derivative portfolios that are part of an economic hedging program related to the risk of those products, are included in adjusted operating income. Adjusted operating income excludes gains and losses from changes in value of certain assets and liabilities related to foreign currency exchange movements that have been economically hedged, as well as gains and losses on certain investments that are classified as other trading account assets and debt that is carried at fair value.

Adjusted operating income also excludes investment gains and losses on trading account assets supporting insurance liabilities and changes in experience-rated contractholder liabilities due to asset value changes, because these recorded changes in asset and liability values are expected to ultimately accrue to contractholders. Trends in the underlying profitability of our businesses can be more clearly identified without the fluctuating effects of these transactions. In addition, adjusted

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operating income excludes the results of divested businesses, which are not relevant to our ongoing operations. Discontinued operations, which is presented as a separate component of net income under GAAP, is also excluded from adjusted operating income.

We believe that the presentation of adjusted operating income as we measure it for management purposes enhances understanding of the results of operations of the Financial Services Businesses by highlighting the results from ongoing operations and the underlying profitability of our businesses. However, adjusted operating income is not a substitute for income determined in accordance with GAAP, and the adjustments made to derive adjusted operating income are important to an understanding of our overall results of operations. The schedules accompanying this release provide a reconciliation of adjusted operating income for the Financial Services Businesses to income from continuing operations in accordance with GAAP.

The information referred to above, as well as the risks of our businesses described in our Annual Report on Form 10-K for the year ended December 31, 2009, should be considered by readers when reviewing forward-looking statements contained in this release. Additional historical information relating to our financial performance is located on our Web site at www.investor.prudential.com.

Earnings Conference Call

Members of Prudential's senior management will host a conference call on Thursday, May 6, 2010 at 11 a.m. ET, to discuss with the investment community the Company's first quarter results. The conference call will be broadcast live over the Company's Investor Relations Web site at: www.investor.prudential.com. Please log on fifteen minutes early in the event necessary software needs to be downloaded. The call will remain on the Investor Relations Web site for replay through May 21. Institutional investors, analysts, and other members of the professional financial community are invited to listen to the call and participate in Q&A by dialing (877) 777-1971 (domestic callers) or (612) 332-0226 (international callers). All others are encouraged to dial into the conference call in listen-only mode, using the same numbers. To listen to a replay of the

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conference call starting at 2:00 p.m. on May 6, through May 13, dial (800) 475-6701 (domestic callers) or (320) 365-3844 (international callers). The access code for the replay is 144583.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately $693 billion of assets under management as of March 31, 2010, has operations in the United States, Asia, Europe, and Latin America. Prudential's diverse and talented employees are committed to helping individual and institutional customers grow and protect their wealth through a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds, investment management, and real estate services. In the U.S., Prudential's iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. For more information, please visit www.news.prudential.com.

Prudential

Financial Highlights
(in millions, except per share data, unaudited)

	Three Months Ended March 31	
	2010	2009
Financial Services Businesses Income Statement Data:		
Adjusted Operating Income (1):		
Revenues:		
Premiums	$ 3,531	$ 3,261
Policy charges and fee income	860	734
Net investment income	2,075	2,058
Asset management fees, commissions and other income	889	1,914
Total revenues	7,355	7,967
Benefits and expenses:		
Insurance and annuity benefits	3,431	3,464
Interest credited to policyholders' account balances	883	1,086
Interest expense	251	247
Other expenses	1,838	2,605
Total benefits and expenses	6,403	7,402
Adjusted operating income before income taxes	952	565
Income taxes, applicable to adjusted operating income	253	138
Financial Services Businesses after-tax adjusted operating income (1)	699	427
Reconciling Items:		
Realized investment losses, net, and related charges and adjustments	(84)	(663)
Investment gains on trading account assets supporting insurance liabilities, net	252	145
Change in experience-rated contractholder liabilities due to asset value changes	(320)	(45)
Divested businesses	(7)	(32)
Equity in earnings of operating joint ventures and earnings attributable to noncontrolling interests	(36)	3
Total reconciling items, before income taxes	(195)	(592)
Income taxes, not applicable to adjusted operating income	2	(151)
Total reconciling items, after income taxes	(197)	(441)
Income (loss) from continuing operations (after-tax) of Financial Services Businesses before equity in earnings of operating joint ventures	502	(14)
Equity in earnings of operating joint ventures, net of taxes and earnings attributable to noncontrolling interests	36	5
Income (loss) from continuing operations attributable to Prudential Financial, Inc.	538	(9)
Earnings attributable to noncontrolling interests	(26)	(11)
Income (loss) from continuing operations (after-tax) of Financial Services Businesses	512	(20)
Income (loss) from discontinued operations, net of taxes	(2)	4
Net income (loss) of Financial Services Businesses	510	(16)
Less: Loss attributable to noncontrolling interests	(26)	(11)
Net income (loss) of Financial Services Businesses attributable to Prudential Financial, Inc.	$ 536	$ (5)

See footnotes on last page.

Financial Highlights
(in millions, except per share data, unaudited)

	Three Months Ended March 31 2010	Three Months Ended March 31 2009
Earnings per share of Common Stock (diluted) (2):		
Financial Services Businesses after-tax adjusted operating income	$ 1.49	$ 1.03
Reconciling Items:		
Realized investment losses, net, and related charges and adjustments	(0.18)	(1.57)
Investment gains on trading account assets supporting insurance liabilities, net	0.53	0.34
Change in experience-rated contractholder liabilities due to asset value changes	(0.68)	(0.11)
Divested businesses	(0.01)	(0.08)
Difference in earnings allocated to participating unvested share-based payment awards	—	0.01
Total reconciling items, before income taxes	(0.34)	(1.41)
Income taxes, not applicable to adjusted operating income	(0.01)	(0.38)
Total reconciling items, after income taxes	(0.33)	(1.03)
Income from continuing operations (after-tax) of Financial Services Businesses attributable to Prudential Financial, Inc.	1.16	—
Income (loss) from discontinued operations, net of taxes	(0.01)	0.01
Net income of Financial Services Businesses attributable to Prudential Financial, Inc.	$ 1.15	$ 0.01
Weighted average number of outstanding Common shares (basic)	463.0	422.1
Weighted average number of outstanding Common shares (diluted)	471.5	423.2
Direct equity adjustment for earnings per share calculation (2)	$ 10	$ 11
Earnings related to interest, net of tax, on exchangeable surplus notes	$ 4	$ —
Earnings allocated to participating unvested share-based payment awards for earnings per share calculation		
Financial Services Businesses after-tax adjusted operating income	$ 9	$ 4
Income from continuing operations (after-tax) of Financial Services Businesses	$ 7	$ —
Financial Services Businesses Attributed Equity (as of end of period):		
Total attributed equity	$25,721	$14,349
Per share of Common Stock - diluted	54.63	33.83
Attributed equity excluding accumulated other comprehensive income related to unrealized gains and losses on investments and pension/postretirement benefits	$25,961	$20,337
Per share of Common Stock - diluted	55.14	47.95
Number of diluted shares at end of period	470.8	424.1
Adjusted operating income before income taxes, by Segment (1):		
Individual Annuities	$ 260	$ 17
Retirement	171	159
Asset Management	83	(1)
Total U.S. Retirement Solutions and Investment Management Division	514	175
Individual Life	91	40
Group Insurance	53	93
Total U.S. Individual Life and Group Insurance Division	144	133
International Insurance	484	425
International Investments	12	7
Total International Insurance and Investments Division	496	432
Corporate and Other operations	(202)	(175)
Financial Services Businesses adjusted operating income before income taxes	952	565
Reconciling Items:		
Realized investment losses, net, and related charges and adjustments	(84)	(663)
Investment gains on trading account assets supporting insurance liabilities, net	252	145
Change in experience-rated contractholder liabilities due to asset value changes	(320)	(45)
Divested businesses	(7)	(32)
Equity in earnings of operating joint ventures and earnings attributable to noncontrolling interests	(36)	3
Total reconciling items, before income taxes	(195)	(592)
Income (loss) from continuing operations before income taxes and equity in earnings of operating joint ventures - Financial Services Businesses	$ 757	$ (27)

See footnotes on last page.

Financial Highlights
(in millions, except per share data or as otherwise noted, unaudited)

	Three Months Ended March 31 2010	Three Months Ended March 31 2009
U.S. Retirement Solutions and Investment Management Division:		
Fixed and Variable Annuity Sales and Account Values:		
Gross sales	$ 4,897	$ 2,163
Net sales	$ 3,179	$ 643
Total account value at end of period	$ 89,118	$ 61,205
Retirement Segment:		
Full Service:		
Deposits and sales	$ 5,605	$ 10,489
Net additions	$ 1,105	$ 6,258
Total account value at end of period	$131,147	$102,159
Institutional Investment Products:		
Gross additions	$ 1,876	$ 627
Net withdrawals	$ (263)	$ (1,410)
Total account value at end of period	$ 52,768	$ 49,030
Asset Management Segment:		
Assets managed by Investment Management and Advisory Services (in billions, as of end of period):		
Institutional customers	$ 193.3	$ 152.7
Retail customers	89.0	61.3
General account	189.8	172.3
Total Investment Management and Advisory Services	$ 472.1	$ 386.3
Institutional Assets Under Management (in billions):		
Gross additions, other than money market	$ 7.2	$ 4.9
Net additions, other than money market	$ 1.5	$ 0.3
Retail Assets Under Management (in billions):		
Gross additions, other than money market	$ 4.8	$ 3.5
Net additions, other than money market	$ 1.1	$ 0.2
U.S. Individual Life and Group Insurance Division:		
Individual Life Insurance Annualized New Business Premiums (3):		
Variable life	$ 5	$ 4
Universal life	20	28
Term life	43	52
Total	$ 68	$ 84
Group Insurance Annualized New Business Premiums (3):		
Group life	$ 257	$ 210
Group disability	89	134
Total	$ 346	$ 344
International Insurance and Investments Division:		
International Insurance Annualized New Business Premiums (3) (4):		
Actual exchange rate basis	$ 411	$ 333
Constant exchange rate basis:	$ 396	$ 337

See footnotes on last page.

Financial Highlights
(in millions, except per share data or as otherwise noted, unaudited)

	Three Months Ended March 31 2010	Three Months Ended March 31 2009
Closed Block Business Data:		
Income Statement Data:		
Revenues	$ 1,792	$ 1,140
Benefits and expenses	1,533	1,110
Income from continuing operations before income taxes	259	30
Income taxes	98	11
Closed Block Business income from continuing operations	161	19
Income from discontinued operations, net of taxes	—	—
Closed Block Business net income	161	19
Less: Income attributable to noncontrolling interests	—	—
Closed Block Business net income attributable to Prudential Financial, Inc.	$ 161	$ 19
Direct equity adjustment for earnings per share calculation (2)	(10)	(11)
Earnings available to holders of Class B Stock after direct equity adjustment - based on net income	$ 151	$ 8
Income from continuing operations per share of Class B Stock	$ 75.50	$ 4.00
Income from discontinued operations, net of taxes per share of Class B Stock	—	—
Net income per share of Class B Stock	$ 75.50	$ 4.00
Weighted average diluted shares outstanding during period	2.0	2.0
Closed Block Business Attributed Equity (as of end of period):		
Total attributed equity	$ 1,279	$ (1,419)
Per Share of Class B Stock	639.50	(709.50)
Attributed equity excluding accumulated other comprehensive income related to unrealized gains and losses on investments and pension/postretirement benefits	$ 1,058	$ 1,267
Per Share of Class B Stock	529.00	633.50
Number of Class B Shares at end of period	2.0	2.0
Consolidated Data:		
Consolidated Income Statement Data:		
Revenues	$ 9,292	$ 8,525
Benefits and expenses	8,276	8,522
Income from continuing operations before income taxes and equity in earnings of operating joint ventures	1,016	3
Income tax expense (benefit)	353	(2)
Income from continuing operations before equity in earnings of operating joint ventures	663	5
Equity in earnings of operating joint ventures, net of taxes	10	(6)
Income (loss) from continuing operations	673	(1)
Income (loss) from discontinued operations, net of taxes	(2)	4
Consolidated net income	671	3
Less: Loss attributable to noncontrolling interests	(26)	(11)
Net income attributable to Prudential Financial, Inc.	$ 697	$ 14
Net income (loss) attributable to Prudential Financial, Inc.:		
Financial Services Businesses	$ 536	$ (5)
Closed Block Business	161	19
Consolidated net income attributable to Prudential Financial, Inc.	$ 697	$ 14
Assets and Asset Management Information (in billions, as of end of period)		
Total assets	$ 491.9	$ 427.5
Assets under management (at fair market value):		
Managed by U.S. Retirement Solutions and Investment Management Division:		
Asset Management Segment - Investment Management and Advisory Services	$ 472.1	$ 386.3
Non-proprietary assets under management	126.8	75.1
Total managed by U.S. Retirement Solutions and Investment Management Division	598.9	461.4
Managed by U.S. Individual Life and Group Insurance Division	13.1	11.9
Managed by International Insurance and Investments Division	81.3	68.4
Total assets under management	693.3	541.7
Client assets under administration	99.9	98.8
Total assets under management and administration	$ 793.2	$ 640.5

See footnotes on last page.

(1) Adjusted operating income is a non-GAAP measure of performance of our Financial Services Businesses that excludes "Realized investment gains (losses), net", as adjusted, and related charges and adjustments; net investment gains and losses on trading account assets supporting insurance liabilities; change in experience-rated contractholder liabilities due to asset value changes; results of divested businesses and discontinued operations; earnings attributable to noncontrolling interests; and the related tax effects thereof. Adjusted operating income includes equity in earnings of operating joint ventures and the related tax effects thereof. Revenues and benefits and expenses shown as components of adjusted operating income, are presented on the same basis as pre-tax adjusted operating income and are adjusted for the items above as well.

Realized investment gains (losses) within certain of our businesses for which such gains (losses) are a principal source of earnings, and those associated with terminating hedges of foreign currency earnings and current period yield adjustments are included in adjusted operating income. Realized investment gains and losses from products that are free standing derivatives or contain embedded derivatives, and from associated derivative portfolios that are part of an economic hedging program related to the risk of those products, are included in adjusted operating income. Adjusted operating income excludes gains and losses from changes in value of certain assets and liabilities relating to foreign currency exchange movements that have been economically hedged, as well as gains and losses on certain investments that are classified as other trading account assets and debt that is carried at fair value.

Adjusted operating income does not equate to "Income from continuing operations" as determined in accordance with GAAP but is the measure of profit or loss we use to evaluate segment performance. Adjusted operating income is not a substitute for income determined in accordance with GAAP, and our definition of adjusted operating income may differ from that used by other companies. The items above are important to an understanding of our overall results of operations. However, we believe that the presentation of adjusted operating income as we measure it for management purposes enhances the understanding of our results of operations by highlighting the results from ongoing operations and the underlying profitability factors of our businesses.

(2) Net income for the Financial Services Businesses and the Closed Block Business is determined in accordance with GAAP and includes general and administrative expenses charged to each of the businesses based on the Company's methodology for allocation of such expenses. Cash flows between the Financial Services Businesses and the Closed Block Business related to administrative expenses are determined by a policy servicing fee arrangement that is based upon insurance and policies in force and statutory cash premiums. To the extent reported administrative expenses vary from these cash flow amounts, the differences are recorded, on an after-tax basis, as direct equity adjustments to the equity balances of each business. The direct equity adjustments modify earnings available to holders of Common Stock and Class B Stock for earnings per share purposes. Earnings per share of Common Stock based on adjusted operating income of the Financial Services Businesses reflects these adjustments as well.

(3) Premiums from new sales that are expected to be collected over a one year period. Group insurance annualized new business premiums exclude new premiums resulting from rate changes on existing policies, from additional coverage issued under our Servicemembers' Group Life Insurance contract, and from excess premiums on group universal life insurance that build cash value but do not purchase face amounts. Group insurance annualized new business premiums include premiums from the takeover of claim liabilities. Group disability amounts include long-term care products. Excess (unscheduled) and single premium business for the company's domestic individual life and international insurance operations are included in annualized new business premiums based on a 10% credit.

(4) Actual amounts reflect the impact of currency fluctuations. Foreign denominated activity translated to U.S. dollars at uniform exchange rates for all periods presented, including Japanese yen 99 per U.S. dollar; Korean won 1040 per U.S. dollar. U.S. denominated activity is included based on the amounts as transacted in U.S. dollars.

Exhibit 99.1

Prudential Financial, Inc. (PRU)

Prudential

Quarterly Financial Supplement

FINANCIAL SERVICES BUSINESSES
FIRST QUARTER 2010

Reference is made to Prudential Financial, Inc.'s filings with the Securities and Exchange Commission for general information, and consolidated financial information, regarding Prudential Financial, Inc., including its Closed Block Business. All financial information in this document is unaudited.

May 5, 2010

CONTENTS

This quarterly financial supplement reflects, for all periods presented, the classification of the results for the company's Korean asset management operations as discontinued operations as a result of an agreement to sell these operations.

FINANCIAL HIGHLIGHTS
(in millions, except per share data)

Year-to-date 2010	Year-to-date 2009	% Change		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
			Financial Services Businesses:					
			Pre-tax adjusted operating income (loss) by division:					
514	175	194%	U.S. Retirement Solutions and Investment Management Division	175	564	314	215	514
144	133	8%	U.S. Individual Life and Group Insurance Division	133	243	307	210	144
496	432	15%	International Insurance and Investments Division	432	476	507	455	496
(202)	(175)	-15%	Corporate and other operations	(175)	(168)	(207)	(205)	(202)
952	565	68%	Total pre-tax adjusted operating income	565	1,115	921	675	952
253	138	83%	Income taxes, applicable to adjusted operating income	138	306	198	185	253
699	427	64%	**Financial Services Businesses after-tax adjusted operating income**	427	809	723	490	699
			Reconciling items:					
(84)	(663)	87%	Realized investment gains (losses), net, and related charges and adjustments	(663)	(868)	(226)	44	(84)
252	145	74%	Investment gains on trading account assets supporting insurance liabilities, net	145	686	694	76	252
(320)	(45)	-611%	Change in experience-rated contractholder liabilities due to asset value changes	(45)	(347)	(458)	(49)	(320)
(7)	(32)	78%	Divested businesses	(32)	(24)	25	2,162	(7)
(36)	3	-1300%	Equity in earnings of operating joint ventures and earnings attributable to noncontrolling interests	3	14	(92)	(2,289)	(36)
(195)	(592)	67%	Total reconciling items, before income taxes	(592)	(539)	(57)	(56)	(195)
2	(151)	101%	Income taxes, not applicable to adjusted operating income	(151)	(258)	(343)	64	2
(197)	(441)	55%	Total reconciling items, after income taxes	(441)	(281)	286	(120)	(197)
502	(14)	3686%	**Income (loss) from continuing operations (after-tax) of Financial Services Businesses before equity in earnings of operating joint ventures**	(14)	528	1,009	370	502
36	5	620%	Equity in earnings of operating joint ventures, net of taxes and earnings attributable to noncontrolling interests	5	(12)	81	1,483	36
538	(9)	6078%	**Income (loss) from continuing operations attributable to Prudential Financial, Inc.**	(9)	516	1,090	1,853	538
(26)	(11)	-136%	Earnings attributable to noncontrolling interests	(11)	17	(50)	10	(26)
512	(20)	2660%	**Income (loss) from continuing operations (after-tax) of Financial Services Businesses**	(20)	533	1,040	1,863	512
(2)	4	-150%	Income (loss) from discontinued operations, net of taxes	4	22	—	(65)	(2)
510	(16)	3288%	**Net income (loss) of Financial Services Businesses**	(16)	555	1,040	1,798	510
(26)	(11)	-136%	Less: Income (loss) attributable to noncontrolling interests	(11)	17	(50)	10	(26)
536	(5)	10820%	**Net income (loss) of Financial Services Businesses attributable to Prudential Financial, Inc.**	(5)	538	1,090	1,788	536
11.04%	8.71%		Operating Return on Average Equity (based on adjusted operating income)	8.71%	15.33%	12.68%	8.09%	11.04%
			Reconciliation to Consolidated Net Income Attributable to Prudential Financial, Inc:					
536	(5)		Net income (loss) of Financial Services Businesses attributable to Prudential Financial, Inc. (above)	(5)	538	1,090	1,788	536
161	19		Net income (loss) of Closed Block Business attributable to Prudential Financial, Inc.	19	(375)	(8)	77	161
697	14		Consolidated net income attributable to Prudential Financial, Inc.	14	163	1,082	1,865	697

FINANCIAL HIGHLIGHTS
(in millions, except per share data)

Year-to-date 2010	Year-to-date 2009		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
		Earnings per share of Common Stock (diluted):					
1.49	1.03	Financial Services Businesses after-tax adjusted operating income	1.03	1.87	1.57	1.06	1.49
		Reconciling items:					
(0.18)	(1.57)	Realized investment gains (losses), net, and related charges and adjustments	(1.57)	(2.00)	(0.49)	0.09	(0.18)
0.53	0.34	Investment gains on trading account assets supporting insurance liabilities, net	0.34	1.58	1.49	0.16	0.53
(0.68)	(0.11)	Change in experience-rated contractholder liabilities due to asset value changes	(0.11)	(0.80)	(0.99)	(0.10)	(0.68)
(0.01)	(0.08)	Divested businesses	(0.08)	(0.06)	0.05	4.60	(0.01)
—	0.01	Difference in earnings allocated to participating unvested share-based payment awards	0.01	0.01	—	(0.03)	—
(0.34)	(1.41)	Total reconciling items, before income taxes	(1.41)	(1.27)	0.06	4.72	(0.34)
(0.01)	(0.38)	Income taxes, not applicable to adjusted operating income	(0.38)	(0.60)	(0.72)	1.86	(0.01)
(0.33)	(1.03)	Total reconciling items, after income taxes	(1.03)	(0.67)	0.78	2.86	(0.33)
1.16	—	**Income from continuing operations (after-tax) of Financial Services Businesses attributable to Prudential Financial, Inc.**	—	1.20	2.35	3.92	1.16
(0.01)	0.01	Income (loss) from discontinued operations, net of taxes	0.01	0.05	—	(0.14)	(0.01)
1.15	0.01	**Net income of Financial Services Businesses attributable to Prudential Financial, Inc.**	0.01	1.25	2.35	3.78	1.15
463.0	422.1	Weighted average number of outstanding Common shares (basic)	422.1	432.9	461.2	461.8	463.0
471.5	423.2	Weighted average number of outstanding Common shares (diluted)	423.2	434.3	464.6	470.3	471.5
10	11	Direct equity adjustments for earnings per share calculation	11	11	12	9	10
4	—	Earnings related to interest, net of tax, on exchangeable surplus notes	—	—	1	4	4
		Earnings allocated to participating unvested share-based payment awards for earnings per share calculation					
9	4	Financial Services Businesses after-tax adjusted operating income	4	10	8	6	9
7	—	Income from continuing operations (after-tax) of Financial Services Businesses	—	6	12	21	7

FINANCIAL HIGHLIGHTS
(in millions, except per share data)

Year-to-date 2010	Year-to-date 2009		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
		Financial Services Businesses Capitalization Data (1):					
		Senior Debt:					
		Short-term debt	6,651	3,643	2,182	3,122	3,066
		Long-term debt	17,394	17,713	19,491	17,769	18,373
		Junior Subordinated Long-Term Debt	1,518	1,518	1,518	1,518	1,518
		Attributed Equity:					
		Including accumulated other comprehensive income	14,349	18,681	23,239	24,154	25,721
		Excluding accumulated other comprehensive income related to unrealized gains and losses on investments and pension / postretirement benefits	20,337	22,452	23,919	25,399	25,961
		Excluding total accumulated other comprehensive income	20,238	22,194	23,338	24,728	25,318
		Total Capitalization:					
		Including accumulated other comprehensive income	33,261	37,912	44,248	43,441	45,612
		Excluding accumulated other comprehensive income related to unrealized gains and losses on investments and pension / postretirement benefits	39,249	41,683	44,928	44,686	45,852
		Excluding total accumulated other comprehensive income	39,150	41,425	44,347	44,015	45,209
		Book value per share of Common Stock:					
		Including accumulated other comprehensive income	33.83	40.20	49.71	51.52	54.63
		Excluding accumulated other comprehensive income related to unrealized gains and losses on investments and pension / postretirement benefits	47.95	48.32	51.16	54.18	55.14
		Excluding total accumulated other comprehensive income	47.72	47.76	49.92	52.75	53.78
		Number of diluted shares at end of period (2)	424.1	464.7	467.5	468.8	470.8
		Common Stock Price Range (based on closing price):					
60.50	35.11	High	35.11	46.00	54.63	52.82	60.50
47.02	11.29	Low	11.29	20.50	33.28	44.64	47.02
60.50	19.02	Close	19.02	37.22	49.91	49.76	60.50
		Common Stock market capitalization (1)	8,042	17,139	23,024	22,995	28,048

(1) As of end of period.
(2) Number of diluted shares at end of period excludes the impact of exchangeable surplus notes due to the anti-dilutive impact of conversion at $98.78 per share.

OPERATIONS HIGHLIGHTS

Year-to-date 2010	Year-to-date 2009		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
		Assets Under Management and Administration ($ billions) (1) (2):					
		Assets Under Management:					
		Managed by U.S. Retirement Solutions and Investment Management Division:					
		Asset Management Segment - Investment Management & Advisory Services					
		Institutional customers	152.7	163.5	179.9	188.4	193.3
		Retail customers	61.3	70.3	79.1	84.4	89.0
		General account	172.3	175.6	184.9	184.0	189.8
		Total Investment Management and Advisory Services	386.3	409.4	443.9	456.8	472.1
		Non-proprietary assets under management	75.1	89.3	109.4	122.3	126.8
		Total managed by U.S. Retirement Solutions and Investment Management Division	461.4	498.7	553.3	579.1	598.9
		Managed by U.S. Individual Life and Group Insurance Division	11.9	11.2	12.1	12.4	13.1
		Managed by International Insurance and Investments Division	68.4	69.7	75.5	75.8	81.3
		Total assets under management	541.7	579.6	640.9	667.3	693.3
		Client assets under administration	98.8	106.7	116.3	119.5	99.9
		Total assets under management and administration	640.5	686.3	757.2	786.8	793.2
		Assets managed or administered for customers outside of the United States at end of period	110.4	115.2	127.0	130.0	137.6
		Distribution Representatives (1):					
		Prudential Agents	2,389	2,421	2,453	2,447	2,499
		International Life Planners	6,397	6,375	6,484	6,609	6,649
		Gibraltar Life Advisors	6,170	6,376	6,060	6,398	5,971
43	41	***Prudential Agent productivity ($ thousands)***	41	49	58	56	43

(1) As of end of period.
(2) At fair market value.

COMBINED STATEMENTS OF OPERATIONS - FINANCIAL SERVICES BUSINESSES
(in millions)

Year-to-date 2010	Year-to-date 2009	% Change		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
			Revenues (1):					
3,531	3,261	8%	Premiums	3,261	3,320	3,361	3,352	3,531
860	734	17%	Policy charges and fee income	734	766	693	840	860
2,075	2,058	1%	Net investment income	2,058	2,049	2,051	2,055	2,075
889	1,914	-54%	Asset management fees, commissions and other income	1,914	167	462	509	889
7,355	7,967	-8%	Total revenues	7,967	6,302	6,567	6,756	7,355
			Benefits and Expenses (1):					
3,431	3,464	-1%	Insurance and annuity benefits	3,464	2,928	3,115	3,202	3,431
883	1,086	-19%	Interest credited to policyholders' account balances	1,086	725	831	818	883
251	247	2%	Interest expense	247	238	229	241	251
(717)	(578)	-24%	Deferral of acquisition costs	(578)	(641)	(782)	(768)	(717)
414	1,205	-66%	Amortization of acquisition costs	1,205	(70)	102	285	414
2,141	1,978	8%	General and administrative expenses	1,978	2,007	2,151	2,303	2,141
6,403	7,402	-13%	Total benefits and expenses	7,402	5,187	5,646	6,081	6,403
952	565	68%	Adjusted operating income before income taxes	565	1,115	921	675	952
			Reconciling items:					
(55)	(707)	92%	Realized investment gains (losses), net, and related adjustments	(707)	(863)	(175)	120	(55)
(29)	44	-166%	Related charges	44	(5)	(51)	(76)	(29)
(84)	(663)	87%	Total realized investment gains (losses), net, and related charges and adjustments	(663)	(868)	(226)	44	(84)
252	145	74%	Investment gains on trading account assets supporting insurance liabilities, net	145	686	694	76	252
(320)	(45)	-611%	Change in experience-rated contractholder liabilities due to asset value changes	(45)	(347)	(458)	(49)	(320)
(7)	(32)	78%	Divested businesses	(32)	(24)	25	2,162	(7)
(36)	3	-1300%	Equity in earnings of operating joint ventures and earnings attributable to noncontrolling interests	3	14	(92)	(2,289)	(36)
(195)	(592)	67%	Total reconciling items, before income taxes	(592)	(539)	(57)	(56)	(195)
757	(27)	2904%	Income (loss) from continuing operations before income taxes and equity in earnings of operating joint ventures	(27)	576	864	619	757
255	(13)	2062%	Income tax expense (benefit)	(13)	48	(145)	249	255
502	(14)	3686%	Income (loss) from continuing operations before equity in earnings of operating joint ventures	(14)	528	1,009	370	502

(1) Revenues exclude realized investment gains, net of losses and related charges and adjustments; investment gains, net of losses, on trading account assets supporting insurance liabilities, and revenues of divested businesses, and include revenues representing equity in earnings of operating joint ventures other than those classified as divested businesses. Benefits and expenses exclude charges related to realized investment gains, net of losses; change in experience-rated contractholder liabilities due to asset value changes and benefits and expenses of divested businesses and include charges for income attributable to non controlling interests.

COMBINED BALANCE SHEETS - FINANCIAL SERVICES BUSINESSES
(in millions)

	3/31/2009	6/30/2009	9/30/2009	12/31/2009	3/31/2010
Assets:					
Investments:					
Fixed maturities, available for sale, at fair value (amortized cost $123,589; $123,430; $127,490; $131,727; $134,359)	116,094	119,084	128,459	132,694	136,792
Fixed maturities, held to maturity, at amortized cost (fair value $4,629; $4,938; $5,199; $5,197; $5,081)	4,661	4,935	5,141	5,120	5,016
Trading account assets supporting insurance liabilities, at fair value	13,973	14,766	15,848	16,020	16,683
Other trading account assets, at fair value	4,445	3,550	3,656	2,866	3,222
Equity securities, available for sale, at fair value (cost $3,893; $3,380; $3,390; $3,459; $3,367)	3,425	3,404	3,747	3,810	3,824
Commercial mortgage and other loans	24,069	23,961	23,616	23,021	22,557
Policy loans	4,230	4,413	4,634	4,728	4,825
Other long-term investments	4,247	4,170	4,296	4,359	4,340
Short-term investments	3,458	5,790	6,078	5,487	5,826
Total investments	178,602	184,073	195,475	198,105	203,085
Cash and cash equivalents	12,748	11,798	10,524	12,451	8,996
Accrued investment income	1,610	1,571	1,613	1,668	1,657
Deferred policy acquisition costs	12,223	12,768	13,313	13,751	13,962
Deferred income taxes, net	(462)	—	—	—	—
Other assets	18,452	19,142	19,964	15,222	15,597
Separate account assets	139,638	151,266	168,128	174,074	182,621
Total assets	362,811	380,618	409,017	415,271	425,918
Liabilities:					
Future policy benefits	67,417	69,699	72,774	73,931	74,103
Policyholders' account balances	95,033	95,680	95,766	96,078	96,082
Securities sold under agreements to repurchase	3,743	3,467	3,650	2,985	2,969
Cash collateral for loaned securities	1,966	2,233	2,573	2,323	2,380
Income taxes	773	2,213	3,935	4,665	4,563
Senior short-term debt	6,651	3,643	2,182	3,122	3,066
Senior long-term debt	17,394	17,713	19,491	17,769	18,373
Junior subordinated long-term debt	1,518	1,518	1,518	1,518	1,518
Other liabilities	13,753	13,903	15,212	14,118	14,016
Separate account liabilities	139,638	151,266	168,128	174,074	182,621
Total liabilities	347,886	361,335	385,229	390,583	399,691
Attributed Equity:					
Accumulated other comprehensive income (loss)	(5,889)	(3,513)	(99)	(574)	403
Other attributed equity	20,238	22,194	23,338	24,728	25,318
Total attributed equity	14,349	18,681	23,239	24,154	25,721
Noncontrolling Interest	576	602	549	534	506
Total Equity	14,925	19,283	23,788	24,688	26,227
Total liabilities and equity	362,811	380,618	409,017	415,271	425,918

Prudential

FINANCIAL SERVICES BUSINESSES COMBINING STATEMENTS OF OPERATIONS - BY DIVISION
(in millions)

	Three Months Ended March 31, 2010				
	Total Financial Services Businesses	U.S. Retirement Solutions & Investment Management Division	U.S. Individual Life & Group Insurance Division	International Insurance & Investments Division	Corporate and Other Operations
Revenues (1):					
Premiums	3,531	146	1,172	2,217	(4)
Policy charges and fee income	860	398	375	95	(8)
Net investment income	2,075	1,045	375	583	72
Asset management fees, commissions and other income	889	795	76	99	(81)
Total revenues	7,355	2,384	1,998	2,994	(21)
Benefits and Expenses (1):					
Insurance and annuity benefits	3,431	335	1,323	1,770	3
Interest credited to policyholders' account balances	883	645	126	134	(22)
Interest expense	251	22	35	1	193
Deferral of acquisition costs	(717)	(269)	(118)	(339)	9
Amortization of acquisition costs	414	148	60	215	(9)
General and administrative expenses	2,141	989	428	717	7
Total benefits and expenses	6,403	1,870	1,854	2,498	181
Adjusted operating income (loss) before income taxes	952	514	144	496	(202)

	Three Months Ended March 31, 2009				
	Total Financial Services Businesses	U.S. Retirement Solutions & Investment Management Division	U.S. Individual Life & Group Insurance Division	International Insurance & Investments Division	Corporate and Other Operations
Revenues (1):					
Premiums	3,261	175	1,190	1,899	(3)
Policy charges and fee income	734	249	393	99	(7)
Net investment income	2,058	1,146	353	529	30
Asset management fees, commissions and other income	1,914	1,793	77	85	(41)
Total revenues	7,967	3,363	2,013	2,612	(21)
Benefits and Expenses (1):					
Insurance and annuity benefits	3,464	642	1,276	1,501	45
Interest credited to policyholders' account balances	1,086	895	119	119	(47)
Interest expense	247	25	51	1	170
Deferral of acquisition costs	(578)	(149)	(125)	(309)	5
Amortization of acquisition costs	1,205	878	136	202	(11)
General and administrative expenses	1,978	897	423	666	(8)
Total benefits and expenses	7,402	3,188	1,880	2,180	154
Adjusted operating income (loss) before income taxes	565	175	133	432	(175)

(1) Revenues exclude realized investment gains, net of losses and related charges and adjustments; investment gains, net of losses, on trading account assets supporting insurance liabilities, and revenues of divested businesses, and include revenues representing equity in earnings of operating joint ventures other than those classified as divested businesses. Benefits and expenses exclude charges related to realized investment gains, net of losses; change in experience-rated contractholder liabilities due to asset value changes and benefits and expenses of divested businesses and include charges for income attributable to non controlling interests.

FINANCIAL SERVICES BUSINESSES COMBINING BALANCE SHEETS - BY DIVISION
(in millions)

	As of March 31, 2010				
	Total Financial Services Businesses	U.S. Retirement Solutions & Investment Management Division	U.S. Individual Life & Group Insurance Division	International Insurance & Investments Division	Corporate and Other Operations
Assets:					
Total investments	203,085	85,792	29,691	77,563	10,039
Deferred policy acquisition costs	13,962	2,809	4,555	6,744	(146)
Other assets	26,250	7,792	3,419	8,663	6,376
Separate account assets	182,621	148,792	35,192	517	(1,880)
Total assets	425,918	245,185	72,857	93,487	14,389
Liabilities:					
Future policy benefits	74,103	15,218	9,379	49,118	388
Policyholders' account balances	96,082	57,647	14,959	25,077	(1,601)
Debt	22,957	2,878	5,394	598	14,087
Other liabilities	23,928	8,028	3,170	9,743	2,987
Separate account liabilities	182,621	148,792	35,192	517	(1,880)
Total liabilities	399,691	232,563	68,094	85,053	13,981
Attributed Equity:					
Accumulated other comprehensive income (loss)	403	957	407	546	(1,507)
Other attributed equity	25,318	11,091	4,356	7,883	1,988
Total attributed equity	25,721	12,048	4,763	8,429	481
Noncontrolling Interest	506	574	—	5	(73)
Total Equity	26,227	12,622	4,763	8,434	408
Total liabilities and equity	425,918	245,185	72,857	93,487	14,389

	As of December 31, 2009				
	Total Financial Services Businesses	U.S. Retirement Solutions & Investment Management Division	U.S. Individual Life & Group Insurance Division	International Insurance & Investments Division	Corporate and Other Operations
Assets:					
Total investments	198,105	86,016	28,196	76,367	7,526
Deferred policy acquisition costs	13,751	2,722	4,550	6,627	(148)
Other assets	29,341	7,806	3,006	9,131	9,398
Separate account assets	174,074	141,330	34,100	462	(1,818)
Total assets	415,271	237,874	69,852	92,587	14,958
Liabilities:					
Future policy benefits	73,931	15,335	9,122	49,079	395
Policyholders' account balances	96,078	58,154	14,772	24,966	(1,814)
Debt	22,409	3,570	4,994	490	13,355
Other liabilities	24,091	7,747	2,646	9,567	4,131
Separate account liabilities	174,074	141,330	34,100	462	(1,818)
Total liabilities	390,583	226,136	65,634	84,564	14,249
Attributed Equity:					
Accumulated other comprehensive income (loss)	(574)	532	148	281	(1,535)
Other attributed equity	24,728	10,612	4,070	7,735	2,311
Total attributed equity	24,154	11,144	4,218	8,016	776
Noncontrolling Interest	534	594	—	7	(67)
Total Equity	24,688	11,738	4,218	8,023	709
Total liabilities and equity	415,271	237,874	69,852	92,587	14,958

SHORT-TERM AND LONG-TERM DEBT
(in millions)

	As of March 31, 2010				As of December 31, 2009			
	Senior debt		Junior Subordinated		Senior debt		Junior Subordinated	
	Short-term Debt	Long-term Debt	Long-term Debt	Total Debt	Short-term Debt	Long-term Debt	Long-term Debt	Total Debt
Financial Services Businesses								
Borrowings by use of proceeds:								
Capital Debt	390	6,820	1,518	8,728	389	6,546	1,518	8,453
Investment related	1,390	9,157	—	10,547	1,247	7,998	—	9,245
Securities business related	880	884	—	1,764	1,015	1,283	—	2,298
Specified other businesses	406	1,512	—	1,918	471	1,513	—	1,984
Limited recourse and non-recourse borrowing	—	—	—	—	—	429	—	429
Total debt - Financial Services Businesses	3,066	18,373	1,518	22,957	3,122	17,769	1,518	22,409
Ratio of long-term and short-term capital debt to capitalization (1)				21.9%				21.6%
Closed Block Business								
Investment related	—	—	—	—	—	—	—	—
Limited recourse and non-recourse borrowing	—	1,750	—	1,750	—	1,750	—	1,750
Total debt	—	1,750	—	1,750	—	1,750	—	1,750

	As of March 31, 2010				As of December 31, 2009			
	Prudential Financial, Inc.	The Prudential Insurance Co. of America (2)(3)	Other Affiliates	Total	Prudential Financial, Inc.	The Prudential Insurance Co. of America (2)(3)	Other Affiliates	Total
Financial Services Businesses								
Borrowings by sources:								
Capital Debt	7,248	1,335	145	8,728	6,973	1,335	145	8,453
Investment related	6,026	1,257	3,264	10,547	4,760	1,212	3,273	9,245
Securities business related	916	848	—	1,764	1,422	826	50	2,298
Specified other businesses	1,512	406	—	1,918	1,513	471	—	1,984
Limited recourse and non-recourse borrowing	—	—	—	—	—	—	429	429
Total debt - Financial Services Businesses	15,702	3,846	3,409	22,957	14,668	3,844	3,897	22,409

(1) For the purposes of calculating the ratio of capital debt to capitalization, Junior Subordinated Notes are considered 25% debt and 75% equity.
(2) Includes Prudential Funding, LLC.
(3) Capital debt at Prudential Insurance Co. of America includes $942 million of Surplus Notes for March 31, 2010 and $941 million for December 31, 2009.

COMBINED STATEMENTS OF OPERATIONS - U.S. RETIREMENT SOLUTIONS AND INVESTMENT MANAGEMENT DIVISION
(in millions)

Year-to-date 2010	Year-to-date 2009	% Change		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
			Revenues (1):					
146	175	-17%	Premiums	175	261	118	136	146
398	249	60%	Policy charges and fee income	249	269	313	358	398
1,045	1,146	-9%	Net investment income	1,146	1,114	1,064	1,054	1,045
795	1,793	-56%	Asset management fees, commissions and other income	1,793	43	321	390	795
2,384	3,363	-29%	Total revenues	3,363	1,687	1,816	1,938	2,384
			Benefits and Expenses (1):					
335	642	-48%	Insurance and annuity benefits	642	257	210	360	335
645	895	-28%	Interest credited to policyholders' account balances	895	527	604	583	645
22	25	-12%	Interest expense	25	16	14	13	22
(269)	(149)	-81%	Deferral of acquisition costs	(149)	(217)	(347)	(310)	(269)
148	878	-83%	Amortization of acquisition costs	878	(351)	24	(3)	148
989	897	10%	General and administrative expenses	897	891	997	1,080	989
1,870	3,188	-41%	Total benefits and expenses	3,188	1,123	1,502	1,723	1,870
514	175	194%	Adjusted operating income before income taxes	175	564	314	215	514

(1) Revenues exclude realized investment gains, net of losses and related charges and adjustments, investment gains, net of losses, on trading account assets supporting insurance liabilities. Benefits and expenses exclude charges related to realized investment gains, net of losses and change in experience-rated contractholder liabilities due to asset value changes and include charges for income attributable to non controlling interests.

COMBINING STATEMENTS OF OPERATIONS - U.S. RETIREMENT SOLUTIONS AND INVESTMENT MANAGEMENT DIVISION
(in millions)

	Three Months Ended March 31, 2010			
	Total U.S. Retirement Solutions & Investment Management Division	Individual Annuities	Retirement	Asset Management
Revenues (1):				
Premiums	146	37	109	—
Policy charges and fee income	398	345	53	—
Net investment income	1,045	224	797	24
Asset management fees, commissions and other income	795	267	173	355
Total revenues	2,384	873	1,132	379
Benefits and Expenses (1):				
Insurance and annuity benefits	335	39	296	—
Interest credited to policyholders' account balances	645	194	451	—
Interest expense	22	15	4	3
Deferral of acquisition costs	(269)	(253)	(10)	(6)
Amortization of acquisition costs	148	137	5	6
General and administrative expenses (2)	989	481	215	293
Total benefits and expenses	1,870	613	961	296
Adjusted operating income before income taxes	514	260	171	83

	Three Months Ended March 31, 2009			
	Total U.S. Retirement Solutions & Investment Management Division	Individual Annuities	Retirement	Asset Management
Revenues (1):				
Premiums	175	17	158	—
Policy charges and fee income	249	200	49	—
Net investment income	1,146	274	861	11
Asset management fees, commissions and other income	1,793	1,401	140	252
Total revenues	3,363	1,892	1,208	263
Benefits and Expenses (1):				
Insurance and annuity benefits	642	304	338	—
Interest credited to policyholders' account balances	895	407	488	—
Interest expense	25	4	12	9
Deferral of acquisition costs	(149)	(132)	(14)	(3)
Amortization of acquisition costs	878	862	12	4
General and administrative expenses (2)	897	430	213	254
Total benefits and expenses	3,188	1,875	1,049	264
Adjusted operating income (loss) before income taxes	175	17	159	(1)

(1) Revenues exclude realized investment gains, net of losses and related charges and adjustments, investment gains, net of losses, on trading account assets supporting insurance liabilities. Benefits and expenses exclude charges related to realized investment gains, net of losses and change in experience-rated contractholder liabilities due to asset value changes and include charges for income attributable to non controlling interests.

(2) General and administrative expenses for Individual Annuities include $3 million for the three months ended March 31, 2010 and $150 million for the three months ended March 31, 2009 for the amortization, net of interest, of value of business acquired (VOBA).

U.S. RETIREMENT SOLUTIONS AND INVESTMENT MANAGEMENT DIVISION - INDIVIDUAL ANNUITIES SALES RESULTS AND ACCOUNT VALUES
(in millions)

Year-to-date 2010	Year-to-date 2009		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
		SALES AND ACCOUNT VALUES:					
		Variable Annuities:					
80,519	60,007	Beginning total account value	60,007	57,942	65,099	75,611	80,519
4,867	2,108	Sales	2,108	3,378	5,829	4,802	4,867
(1,670)	(1,443)	Surrenders and withdrawals	(1,443)	(1,315)	(1,444)	(1,574)	(1,670)
3,197	665	Net sales	665	2,063	4,385	3,228	3,197
(266)	(256)	Benefit payments	(256)	(236)	(239)	(257)	(266)
2,931	409	Net flows	409	1,827	4,146	2,971	2,931
2,288	(2,269)	Change in market value, interest credited, and other (1)	(2,269)	5,566	6,650	2,273	2,288
(359)	(205)	Policy charges	(205)	(236)	(284)	(336)	(359)
85,379	57,942	Ending total account value	57,942	65,099	75,611	80,519	85,379
		Fixed Annuities:					
3,452	3,295	Beginning total account value	3,295	3,263	3,221	3,213	3,452
30	55	Sales	55	41	46	37	30
(48)	(77)	Surrenders and withdrawals	(77)	(75)	(49)	(57)	(48)
(18)	(22)	Net redemptions	(22)	(34)	(3)	(20)	(18)
(57)	(43)	Benefit payments	(43)	(37)	(41)	(39)	(57)
(75)	(65)	Net flows	(65)	(71)	(44)	(59)	(75)
363	33	Interest credited and other (1)	33	30	36	298	363
(1)	—	Policy charges	—	(1)	—	—	(1)
3,739	3,263	Ending total account value	3,263	3,221	3,213	3,452	3,739
		SALES BY DISTRIBUTION CHANNEL:					
		Variable and Fixed Annuities (2):					
623	465	Insurance Agents	465	531	735	664	623
1,097	344	Wirehouses	344	685	1,359	1,052	1,097
2,460	1,186	Independent Financial Planners (3)	1,186	1,850	3,138	2,470	2,460
717	168	Bank Distribution (3)	168	353	643	653	717
4,897	2,163	Total	2,163	3,419	5,875	4,839	4,897

(1) Includes cumulative reclassifications during the first quarter of 2010 and the fourth quarter of 2009 of $267 million and $259 million, respectively, from variable annuity to fixed annuity account values to conform presentation of certain contracts in annuitization status to current reporting practices.
(2) Amounts represent gross sales.
(3) Sales from the bank distribution channel, previously included within sales from the independent financial planners channel, is being shown separately in order to provide a more meaningful presentation.

U.S. RETIREMENT SOLUTIONS AND INVESTMENT MANAGEMENT DIVISION - INDIVIDUAL ANNUITIES ACCOUNT VALUE ACTIVITY
(in millions)

Year-to-date 2010	Year-to-date 2009		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
		INDIVIDUAL ANNUITIES:					
		Account Values in General Account (1):					
14,606	18,110	Beginning balance	18,110	18,208	16,355	15,308	14,606
604	83	Premiums and deposits	83	196	638	566	604
(364)	(386)	Surrenders and withdrawals	(386)	(356)	(411)	(369)	(364)
240	(303)	Net sales (redemptions)	(303)	(160)	227	197	240
(95)	(93)	Benefit payments	(93)	(83)	(88)	(85)	(95)
145	(396)	Net flows	(396)	(243)	139	112	145
137	156	Interest credited and other	156	129	141	130	137
(697)	338	Net transfers (to) from separate account	338	(1,738)	(1,327)	(944)	(697)
(1)	—	Policy charges	—	(1)	—	—	(1)
14,190	18,208	Ending balance	18,208	16,355	15,308	14,606	14,190
		Account Values in Separate Account:					
69,365	45,192	Beginning balance	45,192	42,997	51,965	63,516	69,365
4,293	2,080	Premiums and deposits	2,080	3,223	5,237	4,273	4,293
(1,354)	(1,134)	Surrenders and withdrawals	(1,134)	(1,034)	(1,082)	(1,262)	(1,354)
2,939	946	Net sales	946	2,189	4,155	3,011	2,939
(228)	(206)	Benefit payments	(206)	(190)	(192)	(211)	(228)
2,711	740	Net flows	740	1,999	3,963	2,800	2,711
2,514	(2,392)	Change in market value, interest credited and other	(2,392)	5,467	6,545	2,441	2,514
697	(338)	Net transfers (to) from general account	(338)	1,738	1,327	944	697
(359)	(205)	Policy charges	(205)	(236)	(284)	(336)	(359)
74,928	42,997	Ending balance	42,997	51,965	63,516	69,365	74,928

(1) Premiums and deposits, and surrenders and withdrawals, are classified within the general account and separate account for purposes of this presentation based on the allocation of customer funds. For example, premiums allocated by customers to separate account investments at the time of sale, while remitted through the company's general account, are shown as separate account premium in this display, rather than as general account premium and transfers to the separate account.

U.S. RETIREMENT SOLUTIONS AND INVESTMENT MANAGEMENT DIVISION - INDIVIDUAL ANNUITIES LIVING BENEFIT FEATURES
(in millions)

	2009				2010
	1Q	2Q	3Q	4Q	1Q
LIVING BENEFIT FEATURES ACCOUNT VALUE AND NET AMOUNT AT RISK (1):					
Variable Annuity Account Values with Living Benefit Features					
Guaranteed minimum accumulation benefits	9,793	9,951	10,023	9,952	9,906
Guaranteed minimum withdrawal benefits	1,198	1,312	1,420	1,412	1,402
Guaranteed minimum income benefits	3,750	4,184	4,613	4,677	4,693
Guaranteed minimum withdrawal & income benefits	18,470	23,249	31,416	36,430	41,511
Total	33,211	38,696	47,472	52,471	57,512
Living Benefit Features Account Values by Product Design Type					
Account Values with Auto-Rebalancing Feature	19,124	22,935	30,116	34,901	39,786
Account Values without Auto-Rebalancing Feature	14,087	15,761	17,356	17,570	17,726
Total	33,211	38,696	47,472	52,471	57,512
Living Benefit Features Net Amount at Risk by Product Design Type					
Net Amount at Risk with Auto-Rebalancing Feature	1,514	1,250	1,129	1,061	1,104
Net Amount at Risk without Auto-Rebalancing Feature	5,917	4,286	2,895	2,785	2,479
Total	7,431	5,536	4,024	3,846	3,583

(1) At end of period.

U.S. RETIREMENT SOLUTIONS AND INVESTMENT MANAGEMENT DIVISION - INDIVIDUAL ANNUITIES DEATH BENEFIT FEATURES
(in millions)

	2009				2010
	1Q	2Q	3Q	4Q	1Q
DEATH BENEFIT FEATURES ACCOUNT VALUE AND NET AMOUNT AT RISK (1):					
Variable Annuity Account Values by Death Benefit Features					
Return of net deposits:					
Account value	34,313	39,124	46,881	51,106	55,441
Net amount at risk	7,433	5,138	3,219	2,707	2,160
Minimum return, anniversary contract value, or maximum contract value:					
Account value	20,208	22,358	24,880	25,770	26,546
Net amount at risk	10,503	8,438	6,472	5,891	5,345
Death Benefit Features Account Values by Product Design Type					
Account Values with Auto-Rebalancing Feature	19,124	22,935	30,116	34,901	39,786
Account Values without Auto-Rebalancing Feature	35,397	38,547	41,645	41,975	42,201
Total	54,521	61,482	71,761	76,876	81,987
Death Benefit Features Net Amount at Risk by Product Design Type					
Net Amount at Risk with Auto-Rebalancing Feature	1,843	1,328	863	800	719
Net Amount at Risk without Auto-Rebalancing Feature	16,093	12,248	8,828	7,798	6,786
Total	17,936	13,576	9,691	8,598	7,505

(1) At end of period.

U.S. RETIREMENT SOLUTIONS AND INVESTMENT MANAGEMENT DIVISION - RETIREMENT SEGMENT SALES RESULTS AND ACCOUNT VALUES
(in millions)

Year-to-date 2010	Year-to-date 2009		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
		RETIREMENT SEGMENT SALES AND ACCOUNT VALUES					
		Full Service:					
126,345	99,738	Beginning total account value	99,738	102,159	110,950	121,756	126,345
5,605	10,489	Deposits and sales	10,489	3,890	4,789	4,020	5,605
(4,500)	(4,231)	Withdrawals and benefits	(4,231)	(3,803)	(3,287)	(3,117)	(4,500)
3,697	(3,837)	Change in market value, interest credited and interest income	(3,837)	8,704	9,304	3,686	3,697
131,147	102,159	Ending total account value	102,159	110,950	121,756	126,345	131,147
1,105	6,258	Net additions	6,258	87	1,502	903	1,105
		Stable value account values included above	36,601	36,722	35,881	36,243	37,138
		Institutional Investment Products:					
51,908	50,491	Beginning total account value	50,491	49,030	49,475	50,137	51,908
1,876	627	Additions (1)	627	2,343	1,329	3,487	1,876
(2,139)	(2,037)	Withdrawals and benefits (2)	(2,037)	(1,272)	(2,523)	(1,985)	(2,139)
799	(152)	Change in market value, interest credited and interest income	(152)	678	1,548	213	799
324	101	Other (3)	101	(1,304)	308	56	324
52,768	49,030	Ending total account value	49,030	49,475	50,137	51,908	52,768
(263)	(1,410)	Net additions (withdrawals)	(1,410)	1,071	(1,194)	1,502	(263)

(1) Includes $500 million for the three months ended June 30, 2009, representing transfers of externally managed client balances to accounts managed by the company. These additions are offset within the “Other” category and there are no net impacts on ending account values for these transfers.

(2) Includes $(317) million, $(171) million and $(411) million for the three months ended September 30, 2009, December 31, 2009 and March 31, 2010, respectively, representing transfers of client balances managed by the Company to externally managed accounts. These withdrawals are offset within the “Other” category and there are no net impacts on ending account values for these transfers.

(3) “Other” activity includes transfers to the Asset Management segment of $(11) million and $(43) million for the three months ended December 31, 2009 and March 31, 2010, respectively. “Other” activity also includes $(500) million, $317 million, $171 million and $411 million for the three months ended June 30, 2009, September 30, 2009, December 31, 2009 and March 31, 2010, respectively, related to transfers discussed above in notes 1 and 2. For the three months ended March 31, 2009 “Other” includes $1,500 million representing collateralized funding agreements issued to the Federal Home Loan Bank of New York (FHLBNY). “Other” also includes $(1,015) million and $(507) million for the three months ended March 31, 2009 and June 30, 2009 respectively, representing terminations of affiliated funding agreements utilizing proceeds from the issuances to FHLBNY. The remainder of “Other” activity primarily represents changes in asset balances for externally managed accounts.

U.S. RETIREMENT SOLUTIONS AND INVESTMENT MANAGEMENT DIVISION - SUPPLEMENTARY REVENUE AND ASSETS UNDER MANAGEMENT INFORMATION FOR ASSET MANAGEMENT SEGMENT

Supplementary Revenue Information (in millions):

Year-to-date 2010	Year-to-date 2009	% Change		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
			Analysis of revenues by type:					
304	239	27%	Asset management fees	239	254	269	287	304
16	(35)	146%	Incentive, transaction, principal investing and commercial mortgage revenues	(35)	1	(13)	(17)	16
59	59	0%	Service, distribution and other revenues	59	87	35	91	59
379	263	44%	Total Asset Management segment revenues	263	342	291	361	379
			Analysis of asset management fees by source:					
152	119	28%	Institutional customers	119	126	129	137	152
81	56	45%	Retail customers	56	62	71	79	81
71	64	11%	General account	64	66	69	71	71
304	239	27%	Total asset management fees	239	254	269	287	304

Supplementary Assets Under Management Information (in billions):

March 31, 2010	Equity	Fixed Income	Real Estate	Total
Institutional customers	48.8	124.2	20.3	193.3
Retail customers	62.0	25.6	1.4	89.0
General account	3.9	185.1	0.8	189.8
Total	114.7	334.9	22.5	472.1

March 31, 2009	Equity	Fixed Income	Real Estate	Total
Institutional customers	35.2	94.6	22.9	152.7
Retail customers	36.5	23.2	1.6	61.3
General account	2.9	168.6	0.8	172.3
Total	74.6	286.4	25.3	386.3

U.S. RETIREMENT SOLUTIONS AND INVESTMENT MANAGEMENT DIVISION - SUPPLEMENTARY ASSETS UNDER MANAGEMENT AND ADMINISTRATION INFORMATION FOR ASSET MANAGEMENT SEGMENT
(in billions)

Year-to-date 2010	Year-to-date 2009		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
		Institutional Assets Under Management:					
		Assets gathered by Investment Management & Advisory Services sales force:					
151.7	128.5	Beginning assets under management	128.5	120.6	128.9	143.4	151.7
7.2	4.9	Additions	4.9	7.7	10.4	10.8	7.2
(5.7)	(4.6)	Withdrawals	(4.6)	(6.5)	(5.6)	(4.5)	(5.7)
3.6	(7.3)	Change in market value	(7.3)	7.2	9.9	2.1	3.6
(0.6)	(0.9)	Net money market flows	(0.9)	(0.1)	(0.2)	(0.1)	(0.6)
156.2	120.6	Ending assets under management	120.6	128.9	143.4	151.7	156.2
37.1	32.1	Affiliated institutional assets under management	32.1	34.6	36.5	36.7	37.1
193.3	152.7	Total assets managed for institutional customers at end of period	152.7	163.5	179.9	188.4	193.3
1.5	0.3	Net institutional additions, excluding money market activity	0.3	1.2	4.8	6.3	1.5
		Retail Assets Under Management:					
		Assets gathered by Investment Management & Advisory Services sales force:					
51.1	33.4	Beginning assets under management	33.4	33.5	39.5	47.2	51.1
4.8	3.5	Additions	3.5	4.6	6.1	4.4	4.8
(3.7)	(3.3)	Withdrawals	(3.3)	(2.7)	(3.3)	(3.2)	(3.7)
1.5	(0.7)	Change in market value	(0.7)	4.4	5.1	2.9	1.5
(0.2)	0.6	Net money market flows	0.6	(0.3)	(0.2)	(0.2)	(0.2)
53.5	33.5	Ending assets under management	33.5	39.5	47.2	51.1	53.5
35.5	27.8	Affiliated retail assets under management	27.8	30.8	31.9	33.3	35.5
89.0	61.3	Total assets managed for retail customers at end of period	61.3	70.3	79.1	84.4	89.0
1.1	0.2	Net retail additions, excluding money market activity	0.2	1.9	2.8	1.2	1.1

COMBINED STATEMENTS OF OPERATIONS - U.S. INDIVIDUAL LIFE AND GROUP INSURANCE DIVISION
(in millions)

Year-to-date 2010	Year-to-date 2009	% Change		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
			Revenues (1):					
1,172	1,190	-2%	Premiums	1,190	1,156	1,226	1,165	1,172
375	393	-5%	Policy charges and fee income	393	412	297	407	375
375	353	6%	Net investment income	353	350	361	368	375
76	77	-1%	Asset management fees, commissions and other income	77	88	128	82	76
1,998	2,013	-1%	Total revenues	2,013	2,006	2,012	2,022	1,998
			Benefits and Expenses (1):					
1,323	1,276	4%	Insurance and annuity benefits	1,276	1,222	1,326	1,234	1,323
126	119	6%	Interest credited to policyholders' account balances	119	119	126	128	126
35	51	-31%	Interest expense	51	47	42	41	35
(118)	(125)	6%	Deferral of acquisition costs	(125)	(136)	(143)	(133)	(118)
60	136	-56%	Amortization of acquisition costs	136	74	(98)	96	60
428	423	1%	General and administrative expenses	423	437	452	446	428
1,854	1,880	-1%	Total benefits and expenses	1,880	1,763	1,705	1,812	1,854
144	133	8%	Adjusted operating income before income taxes	133	243	307	210	144

(1) Revenues exclude realized investment gains, net of losses and related charges and adjustments. Benefits and expenses exclude charges related to realized investment gains, net of losses.

COMBINING STATEMENTS OF OPERATIONS - U.S. INDIVIDUAL LIFE AND GROUP INSURANCE DIVISION
(in millions)

	Three Months Ended March 31, 2010		
	Total U.S. Individual Life & Group Insurance Division	Individual Life	Group Insurance
Revenues (1):			
Premiums	1,172	176	996
Policy charges and fee income	375	249	126
Net investment income	375	213	162
Asset management fees, commissions and other income	76	49	27
Total revenues	1,998	687	1,311
Benefits and Expenses (1):			
Insurance and annuity benefits	1,323	309	1,014
Interest credited to policyholders' account balances	126	69	57
Interest expense	35	35	—
Deferral of acquisition costs	(118)	(107)	(11)
Amortization of acquisition costs	60	55	5
General and administrative expenses	428	235	193
Total benefits and expenses	1,854	596	1,258
Adjusted operating income before income taxes	144	91	53

	Three Months Ended March 31, 2009		
	Total U.S. Individual Life & Group Insurance Division	Individual Life	Group Insurance
Revenues (1):			
Premiums	1,190	160	1,030
Policy charges and fee income	393	276	117
Net investment income	353	197	156
Asset management fees, commissions and other income	77	47	30
Total revenues	2,013	680	1,333
Benefits and Expenses (1):			
Insurance and annuity benefits	1,276	272	1,004
Interest credited to policyholders' account balances	119	62	57
Interest expense	51	51	—
Deferral of acquisition costs	(125)	(115)	(10)
Amortization of acquisition costs	136	128	8
General and administrative expenses	423	242	181
Total benefits and expenses	1,880	640	1,240
Adjusted operating income before income taxes	133	40	93

(1) Revenues exclude realized investment gains, net of losses and related charges and adjustments. Benefits and expenses exclude charges related to realized investment gains, net of losses.

U.S. INDIVIDUAL LIFE AND GROUP INSURANCE DIVISION - INDIVIDUAL LIFE ANNUALIZED NEW BUSINESS PREMIUMS, ACCOUNT VALUE ACTIVITY, AND FACE AMOUNT IN FORCE
(in millions)

Year-to-date 2010	Year-to-date 2009		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
		ANNUALIZED NEW BUSINESS PREMIUMS (1):					
5	4	Variable life	4	5	3	8	5
20	28	Universal life	28	32	26	27	20
43	52	Term life	52	61	57	56	43
68	84	Total	84	98	86	91	68
		ANNUALIZED NEW BUSINESS PREMIUMS BY DISTRIBUTION CHANNEL (1):					
20	22	Prudential Agents	22	24	22	27	20
48	62	Third party distribution	62	74	64	64	48
68	84	Total	84	98	86	91	68
		ACCOUNT VALUE ACTIVITY:					
		Policyholders' Account Balances (2):					
8,081	7,397	Beginning balance	7,397	7,691	7,824	7,914	8,081
382	570	Premiums and deposits	570	474	386	375	382
(184)	(278)	Surrenders and withdrawals	(278)	(240)	(220)	(196)	(184)
198	292	Net sales	292	234	166	179	198
(64)	(34)	Benefit payments	(34)	(32)	(50)	(33)	(64)
134	258	Net flows	258	202	116	146	134
48	81	Interest credited and other	81	(64)	11	50	48
58	45	Net transfers from separate account	45	85	53	63	58
(93)	(90)	Policy charges	(90)	(90)	(90)	(92)	(93)
8,228	7,691	Ending balance	7,691	7,824	7,914	8,081	8,228
		Separate Account Liabilities:					
15,692	12,848	Beginning balance	12,848	12,110	13,450	14,972	15,692
235	315	Premiums and deposits	315	261	268	329	235
(142)	(328)	Surrenders and withdrawals	(328)	(216)	(139)	(165)	(142)
93	(13)	Net sales (redemptions)	(13)	45	129	164	93
(8)	(2)	Benefit payments	(2)	(18)	(11)	(8)	(8)
85	(15)	Net flows	(15)	27	118	156	85
609	(500)	Change in market value, interest credited and other	(500)	1,574	1,633	802	609
(58)	(45)	Net transfers to general account	(45)	(85)	(53)	(63)	(58)
(173)	(178)	Policy charges	(178)	(176)	(176)	(175)	(173)
16,155	12,110	Ending balance	12,110	13,450	14,972	15,692	16,155
		FACE AMOUNT IN FORCE (3):					
		Variable life	124,600	123,419	122,955	122,091	121,090
		Universal life	30,537	32,315	33,711	34,984	35,622
		Term life	386,218	402,459	417,100	431,831	440,915
		Total	541,355	558,193	573,766	588,906	597,627

(1) Excludes corporate-owned life insurance.
(2) Includes fixed rate funds, alliance deposits, supplementary contracts and deferred revenues on variable products.
(3) At end of period; before reinsurance ceded.

U.S. INDIVIDUAL LIFE AND GROUP INSURANCE DIVISION - SUPPLEMENTARY INFORMATION FOR INDIVIDUAL LIFE INSURANCE
(dollar amounts in millions)

Year-to-date 2010	Year-to-date 2009		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
		Individual Life Insurance:					
		Policy Surrender Experience:					
170	256	Cash value of surrenders	256	236	173	190	170
3.0%	5.5%	Cash value of surrenders as a percentage of mean future policy benefits, policyholders' account balances, and separate account balances	5.5%	5.0%	3.4%	3.5%	3.0%
		Death benefits per $1,000 of in force (1):					
4.98	4.71	Variable and universal life	4.71	3.83	3.72	3.30	4.98
1.11	1.14	Term life	1.14	1.10	0.75	0.81	1.11
2.98	3.14	Total, Individual Life Insurance	3.14	2.54	2.32	1.98	2.98

(1) Annualized, for interim reporting periods. Amounts are stated net of reinsurance.

U.S. INDIVIDUAL LIFE AND GROUP INSURANCE DIVISION - SUPPLEMENTARY INFORMATION FOR GROUP INSURANCE
(dollar amounts in millions)

Year-to-date 2010	Year-to-date 2009		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
		GROUP INSURANCE ANNUALIZED NEW BUSINESS PREMIUMS:					
257	210	Group life	210	35	53	41	257
89	134	Group disability (1)	134	26	57	21	89
346	344	Total	344	61	110	62	346
		Future Policy Benefits (2):					
		Group life	2,169	2,176	2,141	2,282	2,198
		Group disability (1)	1,015	1,059	1,132	1,176	1,276
		Total	3,184	3,235	3,273	3,458	3,474
		Policyholders' Account Balances (2):					
		Group life	6,033	6,160	6,343	6,506	6,560
		Group disability (1)	159	168	172	185	171
		Total	6,192	6,328	6,515	6,691	6,731
		Separate Account Liabilities (2):					
		Group life	20,315	19,141	18,083	18,408	19,038
		Group disability (1)	—	—	—	—	—
		Total	20,315	19,141	18,083	18,408	19,038
		Group Life Insurance:					
936	920	Gross premiums, policy charges and fee income (3)	920	915	889	877	936
841	857	Earned premiums, policy charges and fee income	857	849	873	835	841
91.7%	88.0%	Benefits ratio	88.0%	87.3%	89.8%	88.6%	91.7%
8.8%	8.8%	Administrative operating expense ratio	8.8%	8.7%	9.1%	9.4%	8.8%
		Persistency ratio	95.8%	95.6%	94.7%	94.3%	93.0%
		Group Disability Insurance (1):					
285	297	Gross premiums, policy charges and fee income (3)	297	271	303	274	285
281	290	Earned premiums, policy charges and fee income	290	271	291	269	281
86.5%	86.2%	Benefits ratio	86.2%	85.6%	93.5%	90.3%	86.5%
21.4%	17.9%	Administrative operating expense ratio	17.9%	18.1%	17.5%	20.1%	21.4%
		Persistency ratio	94.5%	93.6%	92.3%	90.9%	95.7%

(1) Group disability amounts include long-term care products.
(2) As of end of period.
(3) Before returns of premiums to participating policyholders for favorable claims experience.

DEFERRED POLICY ACQUISITION COSTS & DEFERRED SALES INDUCEMENTS - INDIVIDUAL ANNUITIES, INDIVIDUAL LIFE AND GROUP INSURANCE
(in millions)

Year-to-date 2010	Year-to-date 2009		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
		DEFERRED POLICY ACQUISITION COSTS					
		INDIVIDUAL ANNUITIES:					
2,449	2,329	Beginning balance	2,329	1,580	1,943	2,111	2,449
253	132	Capitalization	132	197	327	297	253
(137)	(862)	Amortization - operating results	(862)	355	(11)	13	(137)
1	2	Amortization - realized investment gains and losses	2	11	10	—	1
(34)	(21)	Impact of unrealized (gains) or losses on AFS securities	(21)	(200)	(158)	28	(34)
2,532	1,580	Ending balance	1,580	1,943	2,111	2,449	2,532
		INDIVIDUAL LIFE INSURANCE:					
4,179	4,226	Beginning balance	4,226	4,270	4,142	4,150	4,179
107	115	Capitalization	115	128	124	124	107
(55)	(128)	Amortization - operating results	(128)	(69)	102	(91)	(55)
—	—	Amortization - realized investment gains and losses	—	—	—	—	—
(53)	57	Impact of unrealized (gains) or losses on AFS securities	57	(187)	(218)	(4)	(53)
4,178	4,270	Ending balance	4,270	4,142	4,150	4,179	4,178
		GROUP INSURANCE:					
371	347	Beginning balance	347	349	352	367	371
11	10	Capitalization	10	8	19	9	11
(5)	(8)	Amortization - operating results	(8)	(5)	(4)	(5)	(5)
—	—	Amortization - realized investment gains and losses	—	—	—	—	—
—	—	Impact of unrealized losses on AFS securities	—	—	—	—	—
377	349	Ending balance	349	352	367	371	377
		DEFERRED SALES INDUCEMENTS					
		INDIVIDUAL ANNUITIES:					
1,117	1,023	Beginning balance	1,023	807	983	1,016	1,117
110	66	Capitalization	66	82	130	113	110
(93)	(281)	Amortization - operating results	(281)	84	(15)	(9)	(93)
3	(1)	Amortization - realized investment gains and losses	(1)	10	10	5	3
—	—	Impact of unrealized (gains) or losses on AFS securities	—	—	(92)	(8)	—
—	—	Other	—	—	—	—	—
1,137	807	Ending balance	807	983	1,016	1,117	1,137

COMBINED STATEMENTS OF OPERATIONS - INTERNATIONAL INSURANCE AND INVESTMENTS DIVISION
(in millions)

Year-to-date 2010	Year-to-date 2009	% Change		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
			Revenues (1):					
2,217	1,899	17%	Premiums	1,899	1,911	2,015	2,053	2,217
95	99	-4%	Policy charges and fee income	99	91	90	94	95
583	529	10%	Net investment income	529	506	563	564	583
99	85	16%	Asset management fees, commissions and other income	85	101	74	93	99
2,994	2,612	15%	Total revenues	2,612	2,609	2,742	2,804	2,994
			Benefits and Expenses (1):					
1,770	1,501	18%	Insurance and annuity benefits	1,501	1,465	1,572	1,601	1,770
134	119	13%	Interest credited to policyholders' account balances	119	110	123	128	134
1	1	0%	Interest expense	1	1	1	1	1
(339)	(309)	-10%	Deferral of acquisition costs	(309)	(299)	(302)	(338)	(339)
215	202	6%	Amortization of acquisition costs	202	214	175	207	215
717	666	8%	General and administrative expenses	666	642	666	750	717
2,498	2,180	15%	Total benefits and expenses	2,180	2,133	2,235	2,349	2,498
496	432	15%	Adjusted operating income before income taxes	432	476	507	455	496

(1) Revenues exclude realized investment gains, net of losses and related charges and adjustments, investment gains, net of losses, on trading account assets supporting insurance liabilities and include revenues representing equity in earnings of operating joint ventures. Benefits and expenses exclude charges related to realized investment gains, net of losses and change in experience-rated contractholder liabilities due to asset value changes and include charges for income attributable to non controlling interests.

COMBINING STATEMENTS OF OPERATIONS - INTERNATIONAL INSURANCE AND INVESTMENTS DIVISION
(in millions)

	Three Months Ended March 31, 2010			
	Total International Insurance & Investments Division	International Insurance - Life Planner Operations	International Insurance - Gibraltar Life	International Investments
Revenues (1):				
Premiums	2,217	1,448	769	—
Policy charges and fee income	95	76	19	—
Net investment income	583	299	283	1
Asset management fees, commissions and other income	99	10	9	80
Total revenues	2,994	1,833	1,080	81
Benefits and Expenses (1):				
Insurance and annuity benefits	1,770	1,163	607	—
Interest credited to policyholders' account balances	134	53	81	—
Interest expense	1	1	—	—
Deferral of acquisition costs	(339)	(234)	(105)	—
Amortization of acquisition costs	215	146	69	—
General and administrative expenses	717	377	271	69
Total benefits and expenses	2,498	1,506	923	69
Adjusted operating income before income taxes	496	327	157	12

	Three Months Ended March 31, 2009			
	Total International Insurance & Investments Division	International Insurance - Life Planner Operations	International Insurance - Gibraltar Life	International Investments
Revenues (1):				
Premiums	1,899	1,285	614	—
Policy charges and fee income	99	78	21	—
Net investment income	529	254	272	3
Asset management fees, commissions and other income	85	25	(12)	72
Total revenues	2,612	1,642	895	75
Benefits and Expenses (1):				
Insurance and annuity benefits	1,501	1,018	483	—
Interest credited to policyholders' account balances	119	48	71	—
Interest expense	1	3	(2)	—
Deferral of acquisition costs	(309)	(219)	(90)	—
Amortization of acquisition costs	202	138	64	—
General and administrative expenses	666	360	238	68
Total benefits and expenses	2,180	1,348	764	68
Adjusted operating income before income taxes	432	294	131	7

(1) Revenues exclude realized investment gains, net of losses and related charges and adjustments, investment gains, net of losses, on trading account assets supporting insurance liabilities and include revenues representing equity in earnings of operating joint ventures. Benefits and expenses exclude charges related to realized investment gains, net of losses and change in experience-rated contractholder liabilities due to asset value changes and include charges for income attributable to non controlling interests.

INTERNATIONAL INSURANCE SEGMENT - SUPPLEMENTARY INCOME STATEMENT INFORMATION
(Yen and Dollars in millions)

Year-to-date 2010	Year-to-date 2009		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
		Japanese Yen Basis Results:					
		Revenues (1):					
¥129,732	¥124,975	Japanese insurance operations excluding Gibraltar Life	¥124,975	¥114,650	¥114,616	¥113,194	¥129,732
100,702	84,867	Gibraltar Life	84,867	99,223	105,163	96,669	100,702
230,434	209,842	Total revenues, Japan, yen basis	209,842	213,873	219,779	209,863	230,434
		Benefits and Expenses (1):					
103,872	101,197	Japanese insurance operations excluding Gibraltar Life	101,197	88,419	88,816	91,149	103,872
84,079	70,551	Gibraltar Life	70,551	82,573	84,509	82,300	84,079
187,951	171,748	Total benefits and expenses, Japan, yen basis	171,748	170,992	173,325	173,449	187,951
		Adjusted operating income (2):					
25,860	23,778	Japanese insurance operations excluding Gibraltar Life	23,778	26,231	25,800	22,045	25,860
16,623	14,316	Gibraltar Life	14,316	16,650	20,654	14,369	16,623
¥ 42,483	¥ 38,094	Total adjusted operating income, Japan, yen basis	¥ 38,094	¥ 42,881	¥ 46,454	¥ 36,414	¥ 42,483
		U.S. Dollar adjusted operating income (3):					
$ 270	$ 237	Japanese insurance operations excluding Gibraltar Life	$ 237	$ 257	$ 254	$ 226	$ 270
157	131	Gibraltar Life	131	150	190	151	157
427	368	Total adjusted operating income, Japan, U.S. dollar basis	368	407	444	377	427
57	57	All other countries (4)	57	58	56	76	57
$ 484	$ 425	Total adjusted operating income, International Insurance segment, U.S. dollar basis	$ 425	$ 465	$ 500	$ 453	$ 484

(1) Revenues exclude realized investment gains, net of losses and related charges and adjustments, investment gains, net of losses, on trading account assets supporting insurance liabilities and include revenues representing equity in earnings of operating joint ventures. Benefits and expenses exclude charges related to realized investment gains, net of losses and change in experience-rated contractholder liabilities due to asset value changes and include charges for income attributable to non controlling interests.
(2) Adjusted operating income on yen basis excludes impact of currency hedging.
(3) U.S. dollar adjusted operating income includes impact of currency hedging.
(4) Results include corporate management and development expenses incurred in the U.S. related to Japanese Insurance operations excluding Gibraltar Life.

INTERNATIONAL INSURANCE AND INVESTMENTS DIVISION - SALES RESULTS AND SUPPLEMENTARY INFORMATION
(in millions)

Year-to-date 2010	Year-to-date 2009		2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
		INTERNATIONAL INSURANCE OPERATING DATA:					
		Actual exchange rate basis (1):					
		Net premiums, policy charges and fee income:					
1,180	1,084	Japan, excluding Gibraltar Life	1,084	963	980	1,019	1,180
788	635	Gibraltar Life	635	731	802	771	788
344	279	All other countries	279	308	323	357	344
2,312	1,998	Total	1,998	2,002	2,105	2,147	2,312
		Annualized new business premiums:					
184	173	Japan, excluding Gibraltar Life	173	122	138	144	184
163	113	Gibraltar Life	113	147	149	159	163
64	47	All other countries	47	59	67	83	64
411	333	Total	333	328	354	386	411
		Annualized new business premiums by distribution channel:					
248	220	Life Planners	220	181	205	227	248
107	92	Gibraltar Life Advisors	92	122	111	111	107
56	21	Banks	21	25	38	48	56
411	333	Total	333	328	354	386	411
		Constant exchange rate basis (2):					
		Net premiums, policy charges and fee income:					
1,106	1,043	Japan, excluding Gibraltar Life	1,043	951	938	945	1,106
721	585	Gibraltar Life	585	721	771	703	720
366	359	All other countries	359	359	365	385	366
2,193	1,987	Total	1,987	2,031	2,074	2,033	2,192
		Annualized new business premiums:					
174	169	Japan, excluding Gibraltar Life	169	120	132	135	174
155	108	Gibraltar Life	108	149	149	151	155
67	60	All other countries	60	66	76	89	67
396	337	Total	337	335	357	375	396
		Annualized new business premiums by distribution channel:					
241	229	Life Planners	229	186	208	224	241
100	87	Gibraltar Life Advisors	87	124	110	104	100
55	21	Banks	21	25	39	47	55
396	337	Total	337	335	357	375	396

(1) Translated based on applicable average exchange rates for the period shown.
(2) Foreign denominated activity translated to U.S. dollars at uniform exchange rates for all periods presented, including Japanese yen 99 per U.S. dollar; Korean won 1040 per U.S. dollar. U.S. denominated activity is included based on the amounts as transacted in U.S. dollars.

INTERNATIONAL INSURANCE AND INVESTMENTS DIVISION - SALES RESULTS AND SUPPLEMENTARY INFORMATION

	2009 1Q	2009 2Q	2009 3Q	2009 4Q	2010 1Q
Face amount of individual policies in force at end of period (in billions) (1)(2):					
(Constant exchange rate basis)					
Japan, excluding Gibraltar Life	266	267	269	270	273
Gibraltar Life	195	193	198	198	197
All other countries	102	103	104	106	106
Total	563	563	571	574	576
Number of individual policies in force at end of period (in thousands) (2):					
Japan, excluding Gibraltar Life	2,353	2,373	2,400	2,425	2,462
Gibraltar Life	3,787	3,760	3,894	3,897	3,892
All other countries	1,359	1,375	1,402	1,434	1,450
Total	7,499	7,508	7,696	7,756	7,804
International life insurance policy persistency:					
Excluding Gibraltar Life:					
13 months	92.2%	91.8%	91.5%	91.6%	91.6%
25 months	85.0%	84.7%	84.2%	84.6%	84.4%
Gibraltar Life:					
13 months	91.2%	91.2%	91.1%	91.6%	92.0%
25 months	83.4%	83.1%	83.2%	83.6%	83.8%
Number of Life Planners at end of period:					
Japan	3,078	2,987	3,043	3,094	3,150
All other countries	3,319	3,388	3,441	3,515	3,499
Total life planners	6,397	6,375	6,484	6,609	6,649
Gibraltar Life Advisors	6,170	6,376	6,060	6,398	5,971

(1) Foreign denominated activity translated to U.S. dollars at uniform exchange rates for all periods presented, including Japanese yen 99 per U.S. dollar; Korean won 1040 per U.S. dollar. U.S. denominated activity is included based on the amounts as transacted in U.S. dollars.
(2) Direct business only; policy count includes annuities.

INVESTMENT PORTFOLIO COMPOSITION
(in millions)

	March 31, 2010				December 31, 2009			
			Financial Services Businesses				Financial Services Businesses	
	Consolidated Portfolio	Closed Block Business	Amount	% of Total	Consolidated Portfolio	Closed Block Business	Amount	% of Total
Fixed maturities:								
Public, available for sale, at fair value	144,141	29,838	114,303	58.6%	140,805	29,537	111,268	58.4%
Public, held to maturity, at amortized cost	3,903	—	3,903	2.0%	4,009	—	4,009	2.1%
Private, available for sale, at fair value	34,273	13,820	20,453	10.5%	32,418	12,994	19,424	10.2%
Private, held to maturity, at amortized cost	1,113	—	1,113	0.6%	1,111	—	1,111	0.6%
Trading account assets supporting insurance liabilities, at fair value	16,683	—	16,683	8.5%	16,020	—	16,020	8.4%
Other trading account assets, at fair value	1,465	149	1,316	0.7%	1,783	167	1,616	0.8%
Equity securities, available for sale, at fair value	7,076	3,264	3,812	1.9%	6,883	3,085	3,798	2.0%
Commercial mortgage and other loans	29,201	8,203	20,998	10.8%	29,644	8,363	21,281	11.2%
Policy loans	10,223	5,398	4,825	2.5%	10,146	5,418	4,728	2.5%
Other long-term investments (1)	4,438	1,620	2,818	1.4%	4,356	1,545	2,811	1.5%
Short-term investments (2)	6,000	1,098	4,902	2.5%	5,640	1,338	4,302	2.3%
Subtotal (3)	258,516	63,390	195,126	100.0%	252,815	62,447	190,368	100.0%
Invested assets of other entities and operations (4)	7,959	—	7,959		7,737	—	7,737	
Total investments	266,475	63,390	203,085		260,552	62,447	198,105	

Fixed Maturities by Credit Quality (3):

	March 31, 2010					December 31, 2009				
	Financial Services Businesses					Financial Services Businesses				
	Amortized Cost	Gross Unrealized Gains	Gross Unrealized Losses	Fair Value	% of Total	Amortized Cost	Gross Unrealized Gains	Gross Unrealized Losses	Fair Value	% of Total
Public Fixed Maturities:										
NAIC Rating (5)										
1	96,854	3,996	1,587	99,263	83.9%	94,368	3,767	1,845	96,290	83.5%
2	14,625	811	625	14,811	12.5%	14,682	699	790	14,591	12.7%
Subtotal - High or Highest Quality Securities (6)	111,479	4,807	2,212	114,074	96.4%	109,050	4,466	2,635	110,881	96.2%
3	2,605	61	256	2,410	2.0%	2,743	44	314	2,473	2.1%
4	1,605	25	367	1,263	1.1%	1,657	22	345	1,334	1.2%
5	552	29	158	423	0.4%	685	19	202	502	0.4%
6	134	17	61	90	0.1%	197	25	69	153	0.1%
Subtotal - Other Securities	4,896	132	842	4,186	3.6%	5,282	110	930	4,462	3.8%
Total	116,375	4,939	3,054	118,260	100.0%	114,332	4,576	3,565	115,343	100.0%
Private Fixed Maturities:										
NAIC Rating (5)										
1	5,968	350	103	6,215	28.8%	5,795	259	121	5,933	28.9%
2	11,158	695	313	11,540	53.5%	10,485	452	379	10,558	51.4%
Subtotal - High or Highest Quality Securities (6)	17,126	1,045	416	17,755	82.3%	16,280	711	500	16,491	80.3%
3	2,134	95	88	2,141	9.9%	2,292	52	131	2,213	10.8%
4	1,041	22	96	967	4.5%	1,193	18	118	1,093	5.3%
5	448	10	25	433	2.0%	482	6	36	452	2.2%
6	284	20	23	281	1.3%	313	24	39	298	1.4%
Subtotal - Other Securities	3,907	147	232	3,822	17.7%	4,280	100	324	4,056	19.7%
Total	21,033	1,192	648	21,577	100.0%	20,560	811	824	20,547	100.0%

(1) Other long-term investments consist of real estate and non-real estate related investments in joint ventures and partnerships, investment real estate held through direct ownership, and other miscellaneous investments.
(2) Short-term investments have virtually no sub-prime exposure.
(3) Excludes (i) assets of our securities brokerage, trading, banking operations and real estate and relocation services, (ii) assets of our asset management operations, including assets managed for third parties, and (iii) those assets classified as "separate account assets" on our balance sheet.
(4) Includes invested assets of brokerage, trading, banking operations, real estate and relocation services, and asset management operations. Excludes assets of our asset management operations managed for third parties and those assets classified as "separate account assets" on our balance sheet.
(5) Reflects equivalent ratings for investments of the international insurance operations. Includes, as of March 31, 2010 and December 31, 2009, respectively, 182 securities with amortized cost of $1,651 million (fair value $1,702 million) and 157 securities with amortized cost of $1,294 million (fair value, $1,299 million) that have been categorized based on expected NAIC designations pending receipt of SVO ratings.
(6) As a result of the NAIC rating methodology for non-agency residential mortgage-backed securities, may include certain securities rated BB and below by external rating agencies as of March 31, 2010 and December 31, 2009.

FINANCIAL SERVICES BUSINESSES INVESTMENT PORTFOLIO COMPOSITION
(in millions)

	March 31, 2010		December 31, 2009	
	Amount	% of Total	Amount	% of Total
Japanese Insurance Operations:				
Fixed maturities:				
Public, available for sale, at fair value	50,724	73.0%	50,476	73.0%
Public, held to maturity, at amortized cost	3,903	5.6%	4,009	5.8%
Private, available for sale, at fair value	2,869	4.1%	2,692	3.9%
Private, held to maturity, at amortized cost	1,113	1.6%	1,111	1.6%
Trading account assets supporting insurance liabilities, at fair value	1,290	1.9%	1,236	1.8%
Other trading account assets, at fair value	769	1.1%	804	1.2%
Equity securities, available for sale, at fair value	1,504	2.2%	1,508	2.2%
Commercial mortgage and other loans	3,679	5.3%	3,675	5.3%
Policy loans	1,782	2.6%	1,760	2.5%
Other long-term investments (1)	1,558	2.2%	1,524	2.2%
Short-term investments	273	0.4%	313	0.5%
Total	69,464	100.0%	69,108	100.0%

	March 31, 2010		December 31, 2009	
	Amount	% of Total	Amount	% of Total
Financial Services Businesses excluding Japanese Insurance Operations (2):				
Fixed maturities:				
Public, available for sale, at fair value	63,579	50.6%	60,792	50.1%
Public, held to maturity, at amortized cost	—	0.0%	—	0.0%
Private, available for sale, at fair value	17,584	14.0%	16,732	13.8%
Private, held to maturity, at amortized cost	—	0.0%	—	0.0%
Trading account assets supporting insurance liabilities, at fair value	15,393	12.3%	14,784	12.2%
Other trading account assets, at fair value	547	0.4%	812	0.7%
Equity securities, available for sale, at fair value	2,308	1.8%	2,290	1.9%
Commercial mortgage and other loans	17,319	13.8%	17,606	14.5%
Policy loans	3,043	2.4%	2,968	2.4%
Other long-term investments (1)	1,260	1.0%	1,287	1.1%
Short-term investments	4,629	3.7%	3,989	3.3%
Total	125,662	100.0%	121,260	100.0%

(1) Other long-term investments consist of real estate and non-real estate related investments in joint ventures and partnerships, investment real estate held through direct ownership, derivatives and other miscellaneous investments.

(2) Excludes (i) assets of our securities brokerage, securities trading, banking operations and real estate and relocation services, (ii) assets of our asset management operations, including assets managed for third parties, and (iii) those assets classified as "separate account assets" on our balance sheet.

FINANCIAL SERVICES BUSINESSES INVESTMENT RESULTS
(in millions)

	Three Months Ended March 31					
	2010			2009		
	Investment Income		Realized Gains /	Investment Income		Realized Gains /
	Yield (3)	Amount	(Losses)	Yield (3)	Amount	(Losses)
Financial Services Businesses (1):						
Fixed maturities	4.27%	1,437	(238)	4.62%	1,445	(236)
Equity securities	6.31%	53	(10)	5.61%	57	(265)
Commercial mortgage and other loans	5.60%	230	18	5.64%	242	(49)
Policy loans	4.77%	57	—	4.99%	53	—
Short-term investments and cash equivalents	0.26%	8	—	0.98%	29	—
Other investments	3.77%	40	363	4.52%	45	1,175
Gross investment income before investment expenses	4.25%	1,825	133	4.51%	1,871	625
Investment expenses	-0.14%	(50)	—	-0.16%	(54)	—
Subtotal	4.11%	1,775	133	4.35%	1,817	625
Investment results of other entities and operations (2)		299	(18)		245	(52)
Less, investment income related to adjusted operating income reconciling items		1			(4)	
Total		2,075	115		2,058	573

(1) Excludes assets of our securities brokerage, securities trading, and banking operations, real estate and relocation services, commercial loans and trading account assets supporting insurance liabilities where the investment results generally accrue to contractholders, assets of our asset management operations, including assets managed for third parties, and those assets classified as “separate account assets” on our balance sheet.

(2) Includes investment income of securities brokerage, securities trading, banking operations, real estate and relocation services, commercial loans, discontinued real estate operations, and trading account assets supporting insurance liabilities where the investment results generally accrue to contractholders.

(3) Yields are based on quarterly average carrying values except for fixed maturities, equity securities and securities lending activity. Yields for fixed maturities are based on amortized cost. Yields for equity securities are based on cost. Yields for fixed maturities and short term investments and cash equivalents are calculated net of liabilities and rebate expenses corresponding to securities lending activity. Yields exclude investment income and assets related to commercial loans and trading account assets supporting insurance liabilities where the investment results generally accrue to contractholders and investment income on assets other than those included in invested assets. Prior periods yields are presented on a basis consistent with the current presentation.

FINANCIAL SERVICES BUSINESSES INVESTMENT RESULTS - JAPANESE INSURANCE OPERATIONS
(in millions)

	Three Months Ended March 31					
	2010			2009		
	Investment Income		Realized Gains /	Investment Income		Realized Gains /
	Yield (1)	Amount	(Losses)	Yield (1)	Amount	(Losses)
Japanese Insurance Operations:						
Fixed maturities	2.75%	405	(222)	2.98%	368	(15)
Equity securities	2.76%	11	(60)	3.06%	18	(174)
Commercial mortgage and other loans	4.56%	42	1	4.87%	41	2
Policy loans	3.74%	16	—	3.95%	15	—
Short-term investments and cash equivalents	0.33%	1	—	1.01%	4	—
Other investments	5.50%	32	24	6.40%	37	(221)
Gross investment income before investment expenses	2.91%	507	(257)	3.19%	483	(408)
Investment expenses	-0.15%	(26)	—	-0.18%	(29)	—
Total	2.76%	481	(257)	3.01%	454	(408)

(1) Yields are based on quarterly average carrying values except for fixed maturities, equity securities and securities lending activity. Yields for fixed maturities are based on amortized cost. Yields for equity securities are based on cost. Yields for fixed maturities and short term investments and cash equivalents are calculated net of liabilities and rebate expenses corresponding to securities lending activity. Yields exclude investment income and assets related to commercial loans and trading account assets supporting insurance liabilities where the investment results generally accrue to contractholders and investment income on assets other than those included in invested assets. Prior periods yields are presented on a basis consistent with the current presentation.

FINANCIAL SERVICES BUSINESSES INVESTMENT RESULTS - EXCLUDING JAPANESE INSURANCE OPERATIONS
(in millions)

	Three Months Ended March 31					
	2010			2009		
	Investment Income		Realized Gains /	Investment Income		Realized Gains /
	Yield (2)	Amount	(Losses)	Yield (2)	Amount	(Losses)
Financial Services Businesses excluding Japanese Insurance Operations (1):						
Fixed maturities	5.46%	1,032	(16)	5.68%	1,077	(221)
Equity securities	9.36%	42	50	9.01%	39	(91)
Commercial mortgage and other loans	5.90%	188	17	5.82%	201	(51)
Policy loans	5.38%	41	—	5.56%	38	—
Short-term investments and cash equivalents	0.25%	7	—	0.97%	25	—
Other investments	1.72%	8	339	1.85%	8	1,396
Gross investment income before investment expenses	4.97%	1,318	390	5.28%	1,388	1,033
Investment expenses	-0.13%	(24)	—	-0.15%	(25)	—
Total	4.84%	1,294	390	5.13%	1,363	1,033

(1) Excludes assets of our securities brokerage, securities trading, and banking operations, real estate and relocation services, commercial loans and trading account assets supporting insurance liabilities where the investment results generally accrue to contractholders, assets of our asset management operations, including assets managed for third parties, and those assets classified as “separate account assets” on our balance sheet.

(2) Yields are based on quarterly average carrying values except for fixed maturities, equity securities and securities lending activity. Yields for fixed maturities are based on amortized cost. Yields for equity securities are based on cost. Yields for fixed maturities and short term investments and cash equivalents are calculated net of liabilities and rebate expenses corresponding to securities lending activity. Yields exclude investment income and assets related to commercial loans and trading account assets supporting insurance liabilities where the investment results generally accrue to contractholders and investment income on assets other than those included in invested assets. Prior periods yields are presented on a basis consistent with the current presentation.

RECLASSIFIED FINANCIAL HIGHLIGHTS
(in millions, except per share data)

Years ended December 31 2007	2006		2008 1Q	2008 2Q	2008 3Q	2008 4Q	2009 1Q	2009 2Q	2009 3Q	2009 4Q
		Financial Services Businesses:								
		Pre-tax adjusted operating income (loss) by division:								
1,905	1,646	U.S. Retirement Solutions and Investment Management Division	358	485	(182)	(975)	175	564	314	215
908	774	U.S. Individual Life and Group Insurance Division	186	183	339	78	133	243	307	210
1,741	1,506	International Insurance and Investments Division	420	466	487	14	432	476	507	455
(135)	(7)	Corporate and other operations	(51)	(20)	(40)	(299)	(175)	(168)	(207)	(205)
4,419	3,919	Total pre-tax adjusted operating income (loss)	913	1,114	604	(1,182)	565	1,115	921	675
1,226	1,062	Income taxes, applicable to adjusted operating income	235	279	182	(304)	138	306	198	185
3,193	2,857	**Financial Services Businesses after-tax adjusted operating income (loss)**	678	835	422	(878)	427	809	723	490
		Reconciling items:								
(102)	85	Realized investment gains (losses), net, and related charges and adjustments	(689)	(496)	(567)	(516)	(663)	(868)	(226)	44
—	35	Investment gains (losses) on trading account assets supporting insurance liabilities, net	(262)	(123)	(534)	(815)	145	686	694	76
13	11	Change in experience-rated contractholder liabilities due to asset value changes	200	94	388	481	(45)	(347)	(458)	(49)
274	151	Divested businesses	(67)	10	(219)	(230)	(32)	(24)	25	2,162
(354)	(304)	Equity in earnings of operating joint ventures and earnings attributable to noncontrolling interests	(36)	(32)	213	509	3	14	(92)	(2,289)
(169)	(22)	Total reconciling items, before income taxes	(854)	(547)	(719)	(571)	(592)	(539)	(57)	(56)
(118)	31	Income taxes, not applicable to adjusted operating income	(196)	(249)	(290)	(167)	(151)	(258)	(343)	64
(51)	(53)	Total reconciling items, after income taxes	(658)	(298)	(429)	(404)	(441)	(281)	286	(120)
3,142	2,804	**Income (loss) from continuing operations (after-tax) of Financial Services Businesses before equity in earnings of operating joint ventures**	20	537	(7)	(1,282)	(14)	528	1,009	370
201	190	Equity in earnings of operating joint ventures, net of taxes and earnings from continuing operations attributable to noncontrolling interests	19	16	(134)	(384)	5	(12)	81	1,483
3,343	2,994	**Income (loss) from continuing operations attributable to Prudential Financial, Inc.**	39	553	(141)	(1,666)	(9)	516	1,090	1,853
45	18	Earnings from continuing operations attributable to noncontrolling interests	24	8	5	(1)	(11)	17	(50)	10
3,388	3,012	**Income (loss) from continuing operations (after-tax) of Financial Services Businesses**	63	561	(136)	(1,667)	(20)	533	1,040	1,863
127	114	Income (loss) from discontinued operations, net of taxes, attributable to Prudential Financial, Inc.	29	13	23	10	4	22	—	(65)
22	7	Income (loss) from discontinued operations, net of taxes, attributable to noncontrolling interests.	—	—	—	—	—	—	—	—
3,537	3,133	**Net income (loss) of Financial Services Businesses**	92	574	(113)	(1,657)	(16)	555	1,040	1,798
67	25	Less: Income (loss) attributable to noncontrolling interests	24	8	5	(1)	(11)	17	(50)	10
3,470	3,108	**Net income (loss) of Financial Services Businesses attributable to Prudential Financial, Inc.**	68	566	(118)	(1,656)	(5)	538	1,090	1,788
14.87%	13.98%	Operating Return on Average Equity (based on adjusted operating income)	12.11%	15.14%	7.88%	-16.58%	8.71%	15.33%	12.68%	8.09%
		Reconciliation to Consolidated Net Income Attributable to Prudential Financial, Inc:								
3,470	3,108	Net income (loss) of Financial Services Businesses attributable to Prudential Financial, Inc. (above)	68	566	(118)	(1,656)	(5)	538	1,090	1,788
192	284	Net income (loss) of Closed Block Business attributable to Prudential Financial, Inc.	(8)	15	(58)	74	19	(375)	(8)	77
3,662	3,392	Consolidated net income (loss) attributable to Prudential Financial, Inc.	60	581	(176)	(1,582)	14	163	1,082	1,865

RECLASSIFIED FINANCIAL HIGHLIGHTS
(in millions, except per share data)

Years ended December 31 2007	2006		2008 1Q	2008 2Q	2008 3Q	2008 4Q	2009 1Q	2009 2Q	2009 3Q	2009 4Q
		Earnings per share of Common Stock (diluted): (1)								
6.92	5.90	Financial Services Businesses after-tax adjusted operating income (loss)	1.54	1.93	1.00	(2.04)	1.03	1.87	1.57	1.06
		Reconciling items:								
(0.22)	0.17	Realized investment gains (losses), net, and related charges and adjustments	(1.54)	(1.14)	(1.32)	(1.22)	(1.57)	(2.00)	(0.49)	0.09
—	0.07	Investment gains (losses) on trading account assets supporting insurance liabilities, net	(0.59)	(0.28)	(1.25)	(1.93)	0.34	1.58	1.49	0.16
0.03	0.02	Change in experience-rated contractholder liabilities due to asset value changes	0.45	0.22	0.91	1.14	(0.11)	(0.80)	(0.99)	(0.10)
0.59	0.31	Divested businesses	(0.15)	0.02	(0.51)	(0.55)	(0.08)	(0.06)	0.05	4.60
—	—	Difference in earnings allocated to participating unvested share-based payment awards	0.01	—	—	—	0.01	0.01	—	(0.03)
0.40	0.57	Total reconciling items, before income taxes	(1.82)	(1.18)	(2.17)	(2.56)	(1.41)	(1.27)	0.06	4.72
0.08	0.29	Income taxes, not applicable to adjusted operating income	(0.39)	(0.54)	(0.86)	(0.69)	(0.38)	(0.60)	(0.72)	1.86
0.32	0.28	Total reconciling items, after income taxes	(1.43)	(0.64)	(1.31)	(1.87)	(1.03)	(0.67)	0.78	2.86
7.24	6.18	**Income (loss) from continuing operations (after-tax) of Financial Services Businesses attributable to Prudential Financial, Inc.**	0.11	1.29	(0.31)	(3.91)	—	1.20	2.35	3.92
0.27	0.23	Income (loss) from discontinued operations, net of taxes, attributable to Prudential Financial, Inc.	0.07	0.03	0.06	0.02	0.01	0.05	—	(0.14)
7.51	6.41	**Net income (loss) of Financial Services Businesses attributable to Prudential Financial, Inc.**	0.18	1.32	(0.25)	(3.89)	0.01	1.25	2.35	3.78
459.8	484.2	Weighted average number of outstanding Common shares (basic)	442.1	431.9	423.8	421.3	422.1	432.9	461.2	461.8
466.2	491.4	Weighted average number of outstanding Common shares (diluted)	446.9	436.5	428.0	423.0	423.2	434.3	464.6	470.3
53	68	Direct equity adjustments for earnings per share calculation	12	14	10	19	11	11	12	9
—	—	Earnings related to interest, net of tax, on exchangeable surplus notes	—	—	—	—	—	—	1	4
		Earnings allocated to participating unvested share-based payment awards for earnings per share calculation								
21	24	Financial Services Businesses after-tax adjusted operating income	4	5	3	1	4	10	8	6
22	26	Income from continuing operations (after-tax) of Financial Services Businesses	—	4	—	1	—	6	12	21

(1) Diluted share count used in the diluted earnings per share calculation for GAAP measures is equal to weighted average basic common shares for the three months ended September 30, 2008 and December 31, 2008 as all potential common shares are anti-dilutive due to the loss from continuing operations available to holders of common stock after direct equity adjustment. Diluted share count used in the diluted earnings per share calculation for non-GAAP measures is equal to the weighted average basic common shares for the three months ended December 31, 2008 as all potential common shares are anti-dilutive due to the adjusted operating loss available to holders of common stock after direct equity adjustment.

RECLASSIFIED COMBINED STATEMENTS OF OPERATIONS - FINANCIAL SERVICES BUSINESSES
(in millions)

Years ended December 31 2007	2006		2008 1Q	2008 2Q	2008 3Q	2008 4Q	2009 1Q	2009 2Q	2009 3Q	2009 4Q
		Revenues (1):								
10,794	10,287	Premiums	3,102	2,961	2,798	2,997	3,261	3,320	3,361	3,352
3,122	2,649	Policy charges and fee income	824	809	709	781	734	766	693	840
8,177	7,583	Net investment income	2,103	2,141	2,071	2,095	2,058	2,049	2,051	2,055
4,070	3,451	Asset management fees, commissions and other income	832	890	725	(33)	1,914	167	462	509
26,163	23,970	Total revenues	6,861	6,801	6,303	5,840	7,967	6,302	6,567	6,756
		Benefits and Expenses (1):								
10,829	10,423	Insurance and annuity benefits	3,082	2,944	3,040	3,472	3,464	2,928	3,115	3,202
3,094	2,790	Interest credited to policyholders' account balances	806	803	853	881	1,086	725	831	818
1,186	1,002	Interest expense	298	246	287	303	247	238	229	241
(2,248)	(2,037)	Deferral of acquisition costs	(588)	(588)	(559)	(567)	(578)	(641)	(782)	(768)
935	670	Amortization of acquisition costs	338	315	238	512	1,205	(70)	102	285
7,948	7,203	General and administrative expenses	2,012	1,967	1,840	2,421	1,978	2,007	2,151	2,303
21,744	20,051	Total benefits and expenses	5,948	5,687	5,699	7,022	7,402	5,187	5,646	6,081
4,419	3,919	Adjusted operating income (loss) before income taxes	913	1,114	604	(1,182)	565	1,115	921	675
		Reconciling items:								
(50)	68	Realized investment gains (losses), net, and related adjustments	(676)	(537)	(584)	(516)	(707)	(863)	(175)	120
(52)	17	Related charges	(13)	41	17	—	44	(5)	(51)	(76)
(102)	85	Total realized investment gains (losses), net, and related charges and adjustments	(689)	(496)	(567)	(516)	(663)	(868)	(226)	44
—	35	Investment gains on trading account assets supporting insurance liabilities, net	(262)	(123)	(534)	(815)	145	686	694	76
13	11	Change in experience-rated contractholder liabilities due to asset value changes	200	94	388	481	(45)	(347)	(458)	(49)
274	151	Divested businesses	(67)	10	(219)	(230)	(32)	(24)	25	2,162
(354)	(304)	Equity in earnings of operating joint ventures and earnings attributable to noncontrolling interests	(36)	(32)	213	509	3	14	(92)	(2,289)
(169)	(22)	Total reconciling items, before income taxes	(854)	(547)	(719)	(571)	(592)	(539)	(57)	(56)
4,250	3,897	Income (loss) from continuing operations before income taxes and equity in earnings of operating joint ventures	59	567	(115)	(1,753)	(27)	576	864	619
1,108	1,093	Income tax expense (benefit)	39	30	(108)	(471)	(13)	48	(145)	249
3,142	2,804	Income (loss) from continuing operations before equity in earnings of operating joint ventures	20	537	(7)	(1,282)	(14)	528	1,009	370

(1) Revenues exclude realized investment gains, net of losses and related charges and adjustments; investment gains, net of losses, on trading account assets supporting insurance liabilities, and revenues of divested businesses, and include revenues representing equity in earnings of operating joint ventures other than those classified as divested businesses. Benefits and expenses exclude charges related to realized investment gains, net of losses; change in experience-rated contractholder liabilities due to asset value changes and benefits and expenses of divested businesses and include charges for income attributable to non controlling interests.

RECLASSIFIED COMBINED STATEMENTS OF OPERATIONS - INTERNATIONAL INSURANCE AND INVESTMENTS DIVISION
(in millions)

Years ended December 31			2008				2009			
2007	2006		1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
		Revenues (1):								
6,192	5,946	Premiums	1,772	1,736	1,627	1,698	1,899	1,911	2,015	2,053
293	286	Policy charges and fee income	87	82	83	90	99	91	90	94
1,619	1,411	Net investment income	454	500	509	523	529	506	563	564
602	449	Asset management fees, commissions and other income	128	111	115	(237)	85	101	74	93
8,706	8,092	Total revenues	2,441	2,429	2,334	2,074	2,612	2,609	2,742	2,804
		Benefits and Expenses (1):								
4,907	4,682	Insurance and annuity benefits	1,413	1,360	1,279	1,325	1,501	1,465	1,572	1,601
330	251	Interest credited to policyholders' account balances	100	101	106	109	119	110	123	128
19	10	Interest expense	2	3	1	2	1	1	1	1
(1,057)	(1,007)	Deferral of acquisition costs	(294)	(299)	(281)	(299)	(309)	(299)	(302)	(338)
486	454	Amortization of acquisition costs	160	152	144	182	202	214	175	207
2,280	2,196	General and administrative expenses	640	646	598	741	666	642	666	750
6,965	6,586	Total benefits and expenses	2,021	1,963	1,847	2,060	2,180	2,133	2,235	2,349
1,741	1,506	Adjusted operating income before income taxes	420	466	487	14	432	476	507	455

(1) Revenues exclude realized investment gains, net of losses and related charges and adjustments, investment gains, net of losses, on trading account assets supporting insurance liabilities and include revenues representing equity in earnings of operating joint ventures. Benefits and expenses exclude charges related to realized investment gains, net of losses and change in experience-rated contractholder liabilities due to asset value changes and include charges for income attributable to non controlling interests.

RECLASSIFIED COMBINED STATEMENTS OF OPERATIONS - INTERNATIONAL INVESTMENTS SEGMENT
(in millions)

Years ended December 31 2007	2006		2008 1Q	2008 2Q	2008 3Q	2008 4Q	2009 1Q	2009 2Q	2009 3Q	2009 4Q
		Revenues (1):								
—	—	Premiums	—	—	—	—	—	—	—	—
—	—	Policy charges and fee income	—	—	—	—	—	—	—	—
11	17	Net investment income	6	8	7	8	3	—	1	—
437	340	Asset management fees, commissions and other income	110	92	101	(239)	72	76	73	76
448	357	Total revenues	116	100	108	(231)	75	76	74	76
		Benefits and Expenses (1):								
—	—	Insurance and annuity benefits	—	—	—	—	—	—	—	—
—	—	Interest credited to policyholders' account balances	—	—	—	—	—	—	—	—
6	1	Interest expense	1	1	1	—	—	—	—	—
—	—	Deferral of acquisition costs	—	—	—	—	—	—	—	—
—	—	Amortization of acquisition costs	—	—	—	—	—	—	—	—
299	278	General and administrative expenses	108	86	80	176	68	65	67	74
305	279	Total benefits and expenses	109	87	81	176	68	65	67	74
143	78	Adjusted operating income (loss) before income taxes	7	13	27	(407)	7	11	7	2

(1) Revenues exclude realized investment gains, net of losses and related charges and adjustments, investment gains, net of losses, on trading account assets supporting insurance liabilities and include revenues representing equity in earnings of operating joint ventures. Benefits and expenses exclude charges related to realized investment gains, net of losses and change in experience-rated contractholder liabilities due to asset value changes and include charges for income attributable to non controlling interests.

RECLASSIFIED COMBINED STATEMENTS OF OPERATIONS - CORPORATE AND OTHER OPERATIONS
(in millions)

Years ended December 31 2007	2006		2008 1Q	2008 2Q	2008 3Q	2008 4Q	2009 1Q	2009 2Q	2009 3Q	2009 4Q
		Revenues (1):								
(9)	(19)	Premiums	(4)	(2)	(3)	(1)	(3)	(8)	2	(2)
(29)	(29)	Policy charges and fee income	(1)	(6)	(18)	(6)	(7)	(6)	(7)	(19)
759	790	Net investment income	181	143	141	114	30	79	63	69
(195)	(107)	Asset management fees, commissions and other income	(81)	(50)	(56)	(67)	(41)	(65)	(61)	(56)
526	635	Total revenues	95	85	64	40	(21)	—	(3)	(8)
		Benefits and Expenses (1):								
39	44	Insurance and annuity benefits	22	18	32	123	45	(16)	7	7
(126)	(77)	Interest credited to policyholders' account balances	(43)	(46)	(51)	(52)	(47)	(31)	(22)	(21)
661	615	Interest expense	178	142	181	185	170	174	172	186
51	64	Deferral of acquisition costs	15	16	9	6	5	11	10	13
(47)	(43)	Amortization of acquisition costs	(10)	(8)	(9)	(18)	(11)	(7)	1	(15)
83	39	General and administrative expenses	(16)	(17)	(58)	95	(8)	37	36	27
661	642	Total benefits and expenses	146	105	104	339	154	168	204	197
(135)	(7)	Adjusted operating loss before income taxes	(51)	(20)	(40)	(299)	(175)	(168)	(207)	(205)

(1) Revenues exclude realized investment gains, net of losses and related charges and adjustments; investment gains, net of losses, on trading account assets supporting insurance liabilities, and revenues of divested businesses, and include revenues representing equity in earnings of operating joint ventures other than those classified as divested businesses. Benefits and expenses exclude charges related to realized investment gains, net of losses; change in experience-rated contractholder liabilities due to asset value changes and benefits and expenses of divested businesses and include charges for income attributable to non controlling interests.

KEY DEFINITIONS AND FORMULAS

1. Adjusted operating income before income taxes:

Adjusted operating income is a non-GAAP measure of performance of our Financial Services Businesses that excludes "Realized investment gains (losses), net", as adjusted, and related charges and adjustments; net investment gains and losses on trading account assets supporting insurance liabilities; change in experience-rated contractholder liabilities due to asset value changes; results of divested businesses and discontinued operations; earnings attributable to noncontrolling interests; and the related tax effects thereof. Adjusted operating income includes equity in earnings of operating joint ventures and the related tax effects thereof. Revenues and benefits and expenses shown as components of adjusted operating income, are presented on the same basis as pre-tax adjusted operating income and are adjusted for the items above as well.

Realized investment gains (losses) within certain of our businesses for which such gains (losses) are a principal source of earnings, and those associated with terminating hedges of foreign currency earnings and current period yield adjustments are included in adjusted operating income. Realized investment gains and losses from products that are free standing derivatives or contain embedded derivatives, and from associated derivative portfolios that are part of an economic hedging program related to the risk of those products, are included in adjusted operating income. Adjusted operating income excludes gains and losses from changes in value of certain assets and liabilities relating to foreign currency exchange movements that have been economically hedged, as well as gains and losses on certain investments that are classified as other trading account assets and debt that is carried at fair value.

Adjusted operating income does not equate to "Income from continuing operations" as determined in accordance with GAAP but is the measure of profit or loss we use to evaluate segment performance. Adjusted operating income is not a substitute for income determined in accordance with GAAP, and our definition of adjusted operating income may differ from that used by other companies. The items above are important to an understanding of our overall results of operations. However, we believe that the presentation of adjusted operating income as we measure it for management purposes enhances the understanding of our results of operations by highlighting the results from ongoing operations and the underlying profitability factors of our businesses.

2. After-tax adjusted operating income:

Adjusted operating income before taxes, as defined above, less the income tax effect applicable to adjusted operating income before taxes.

3. Annualized New Business Premiums:

Premiums from new sales that are expected to be collected over a one year period. Group insurance annualized new business premiums exclude new premiums resulting from rate changes on existing policies, from additional coverage issued under our Servicemembers' Group Life Insurance contract, and from excess premiums on group universal life insurance that build cash value but do not purchase face amounts. Group insurance annualized new business premiums include premiums from the takeover of claim liabilities. Group disability amounts include long-term care products. Excess (unscheduled) and single premium business for the company's domestic individual life and international insurance operations are included in annualized new business premiums based on a 10% credit.

4. Assets Under Management:

Fair market value or account value of assets which Prudential manages directly in proprietary products, such as mutual funds and variable annuities, in separate accounts, wrap-fee products and the general account, and assets invested in investment options included in the Company's products that are managed by third party sub-managers (i.e., the non-proprietary investment options in the Company's products).

5. Attributed Equity:

Amount of capital assigned to each of the Company's segments for purposes of measuring segment adjusted operating income before income taxes, established at a level which management considers necessary to support the segment's risks. Attributed equity for the Financial Services Businesses represents all of the Company's equity that is not included in the Closed Block Business or attributable to noncontrolling interests.

6. Book value per share of Common Stock:

Equity attributed to Financial Services Businesses divided by the number of Common shares outstanding at end of period, on a diluted basis.

7. Borrowings - Capital Debt:

Borrowings that are or will be used for capital requirements at Prudential Financial, Inc as well as borrowings invested in equity or debt securities of direct or indirect subsidiaries of Prudential Financial, Inc., and subsidiary borrowings, utilized for capital requirements.

8. Borrowings - Investment Related:

Debt issued to finance specific investment assets or portfolios of investment assets, including institutional spread lending investment portfolios, real estate, and real estate related investments held in consolidated joint ventures, as well as institutional and insurance company portfolio cash flow timing differences.

9. Borrowings - Securities Business Related:

Debt issued to finance primarily the liquidity of our broker-dealers, and our capital markets and other securities business related operations including our discontinued commercial mortgage conduit related activities.

10. Borrowings - Specified Other Businesses:

Borrowings associated with consumer banking activities, the individual annuity business, real estate franchises, and relocation services.

KEY DEFINITIONS AND FORMULAS

11. Client Assets:

Fair market value of assets in client accounts of International brokerage operations, Prudential Bank and mortgage loan servicing business, that are not included in Assets Under Management. Prudential does not receive a management or administrative fee on these assets, but may receive a fee for executing trades, custody or recordkeeping services.

12. Earned Premiums:

The portion of a premium, net of any amount ceded, that represents coverage already provided or that belongs to the insurer based on the part of the policy period that has passed.

13. Earnings Per Share of Common Stock:

Net income (loss) for the Financial Services Businesses and the Closed Block Business is determined in accordance with GAAP and includes general and administrative expenses charged to each of the businesses based on the Company's methodology for the allocation of such expenses. Cash flows between the Financial Services Businesses and the Closed Block Business related to administrative expenses are determined by a policy servicing fee arrangement that is based upon insurance and policies in force and statutory cash premiums. To the extent reported administrative expenses vary from these cash flow amounts, the differences are recorded, on an after-tax basis, as direct equity adjustments to the equity balances of each business. The direct equity adjustments modify earnings available to holders of Common Stock and Class B Stock for earnings per share purposes. Earnings per share of Common Stock based on adjusted operating income (loss) of the Financial Services Businesses reflects these adjustments as well.

14. Full Service:

The Full Service line of business provides retirement plan products and services to public, private and not-for-profit organizations. This business provides recordkeeping, plan administration, actuarial advisory services, participant education and communication services, trustee services and institutional and retail investment funds. This business mainly services defined contribution and defined benefit plans; non-qualified plans are also serviced. For clients with both defined contribution and defined benefit plans, integrated recordkeeping services are available. For participants leaving these plans, a range of rollover products are provided through a broker-dealer bank.

15. Full Service Stable Value:

Our Full Service Stable Value products represent fixed rate options on investment funds offered to customers. These products contain an obligation to pay interest at a specified rate for a specific period of time. Upon termination these products repay account balances at market value immediately or may be liquidated at book value over time. Substantially all of these products are either fully or partially participating, with annual or semi-annual resets giving effect to previous investment experience. These products are issued through the general account, separate accounts or client-owned trusts. Profits from partially participating general account products result from the spread between the rate of return on investment assets and the interest rates credited to the customer, less expenses. For fully participating products, generally subject to a minimum interest rate guarantee, we earn fee income.

16. General Account:

Invested assets and policyholder liabilities and reserves for which the Company bears the investment risk. Excludes assets recognized for statutory purposes that are specifically allocated to a separate account. General account assets also include assets of the parent company, Prudential Financial, Inc.

17. Gibraltar Life Advisors:

Insurance representatives for Gibraltar Life.

18. Group Life Insurance and Group Disability Insurance Administrative Operating Expense Ratios:

Ratio of administrative operating expenses (excluding commissions) to gross premiums, policy charges and fee income.

19. Group Life Insurance and Group Disability Insurance Benefits Ratios:

Ratio of policyholder benefits to earned premiums, policy charges and fee income.

20. Individual Annuity Account Values in General Account and Separate Account:

Amounts represent the breakdown of invested customer funds in annuities either written or reinsured by the Company.

21. Individual Annuities - Net Amounts at Risk:

Living Benefit Features - For guarantees of benefits that are payable at annuitization, the net amount at risk is generally defined as the present value of the minimum guaranteed annuity payments available to the contractholder determined in accordance with the terms of the contract in excess of the current account balance. For guarantees of benefits that are payable at withdrawal, the net amount at risk is generally defined as the present value of the minimum guaranteed withdrawal payments available to the contractholder determined in accordance with the terms of the contract in excess of the current account balance. For guarantees of accumulation balances, the net amount at risk is generally defined as the guaranteed minimum accumulation balance minus the current account balance.

Death Benefit Features - Net amount at risk is generally defined as the current guaranteed minimum death benefit in excess of the current account balance at the balance sheet date.

KEY DEFINITIONS AND FORMULAS

22. Insurance and Annuity Benefits:

Total death benefits, annuity benefits, disability benefits, other policy benefits, and losses paid or incurred, under insurance and annuity contracts, plus the change in reserves for future policy benefits, losses and loss adjustment expenses.

23. International Life Planners:

Insurance agents in our insurance operations outside the United States, excluding Gibraltar Life Advisors. Excludes Life Planners associated with discontinued Philippine operations.

24. Non-recourse and Limited-recourse Debt:

Limited and non-recourse borrowing is where the holder is entitled to collect only against the assets pledged to the debt as collateral or has only very limited rights to collect against other assets.

25. Operating return on average equity (based on adjusted operating income):

Adjusted operating income after-tax (giving effect to the direct equity adjustment for earnings per share calculation), annualized for interim periods, divided by average attributed equity for the Financial Services Businesses excluding accumulated other comprehensive income related to unrealized gains and losses on investments and pension/postretirement benefits.

An alternative measure to operating return on average equity (based on adjusted operating income) is return on average equity (based on income from continuing operations). Return on average equity (based on income from continuing operations) represents income from continuing operations after-tax attributable to Prudential Financial, Inc. as determined in accordance with GAAP (giving effect to the direct equity adjustment for earnings per share calculation), annualized for interim periods, divided by average total attributed equity for the Financial Services Businesses. Return on average equity (based on income from continuing operations) is 8.79% for the three months ended March 31, 2010, 31.43% for the three months ended December 31, 2009, 21.03% for the three months ended September 30, 2009, 12.76% for the three months ended June 30, 2009 and 0.06% for the three months ended March 31, 2009.

26. Policy Persistency - Group Insurance:

Percentage of the premiums in force at the end of the prior year that are still in force at the end of the period (excluding Servicemembers' Group Life Insurance and Prudential Employee Benefit Plan).

27. Policy Persistency - International Insurance:

13 month persistency represents the percentage of policies issued that are still in force at the beginning of their second policy year. 25 month persistency represents the percentage of policies issued that are still in force at the beginning of their third policy year.

28. Prudential Agents:

Insurance agents in our insurance operations in the United States.

29. Prudential Agent productivity:

Commissions on new sales of all products by Prudential Agents under contract for the entire period, divided by the number of those Prudential Agents. Excludes commissions on new sales by Prudential Agents hired or departed during the period. For interim reporting periods, the productivity measures are annualized.

30. Ratio of capital debt to total capitalization:

For the purposes of this ratio, we measure "debt" as the sum of senior debt supporting capital needs and 25% of Junior Subordinated Notes supporting capital needs, and we measure "total capitalization" as the sum of senior debt supporting capital needs, 100% of Junior Subordinated Notes supporting capital needs, and attributed equity of the Financial Services Businesses excluding accumulated other comprehensive income related to unrealized gains and losses on investments and pension / postretirement benefits.

31. Separate Accounts:

Assets of our insurance companies allocated under certain policies and contracts that are segregated from the general account and other separate accounts. The policyholder or contractholder predominantly bears the risk of investments held in a separate account.

32. Wrap-Fee Products:

Investment products generating asset-based fees in which the funds of the customer are generally invested in other investment products such as mutual funds.

RATINGS AND INVESTOR INFORMATION

FINANCIAL STRENGTH RATINGS
as of May 5, 2010

	A.M. Best	Standard & Poor's	Moody's	Fitch Ratings
The Prudential Insurance Company of America	A+	AA-	A2	A+
PRUCO Life Insurance Company	A+	AA-	A2	A+
PRUCO Life Insurance Company of New Jersey	A+	AA-	NR *	A+
Prudential Annuities Life Assurance Corporation	A+	AA-	NR	A+
Prudential Retirement Insurance and Annuity Company	A+	AA-	A2	A+
The Prudential Life Insurance Co., Ltd. (Prudential of Japan)	NR	AA-	NR	NR
Gibraltar Life Insurance Company, Ltd.	NR	AA-	A2	NR

CREDIT RATINGS:
as of May 5, 2010

Prudential Financial, Inc.:				
Short-Term Borrowings	AMB-1	A-1	P-2	F2
Long-Term Senior Debt (1)	a-	A	Baa2	BBB
Junior Subordinated Long-Term Debt	bbb	BBB+	Baa3	BB+
The Prudential Insurance Company of America:				
Capital and surplus notes	a	A	Baa1	A-
Prudential Funding, LLC:				
Short-Term Debt	AMB-1	A-1+	P-2	F1
Long-Term Senior Debt	a+	AA-	A3	A
PRICOA Global Funding I				
Long-Term Senior Debt	aa-	AA-	A2	A+

* NR indicates not rated.
(1) Includes the retail medium-term notes program.

INVESTOR INFORMATION:

Corporate Offices:

Prudential Financial, Inc.
751 Broad Street
Newark, New Jersey 07102

Investor Information Hotline:

Dial 877-998-ROCK for additional printed information or inquiries.

Web Site:
www.prudential.com

Common Stock:

Common Stock of Prudential Financial, Inc. is traded on the New York Stock Exchange under the symbol PRU.