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): January 2, 2013

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 8.01 Other Events.

On January 2, 2013, Prudential Financial, Inc. (the “Company”) announced that The Prudential Insurance Company of America completed the acquisition of The Hartford’s individual life insurance business through a reinsurance transaction. The total cash consideration was $615 million consisting primarily of a ceding commission to provide reinsurance for approximately 700,000 Hartford life insurance policies with face amount in force of approximately $135 billion. A copy of the Company’s news release, dated January 2, 2013, announcing the completion of the acquisition is attached hereto as Exhibit 99.0 and is incorporated by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

99.0 News release of Prudential Financial, Inc., dated January 2, 2013, announcing the completion of the acquisition of The Hartford’s individual life insurance business.

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: January 2, 2013

PRUDENTIAL FINANCIAL, INC.

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

Exhibit Index

Exhibit No.	Description
99.0	News release of Prudential Financial, Inc., dated January 2, 2013, announcing the completion of the acquisition of The Hartford's individual life insurance business.

Exhibit 99.0

News Release

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

For Immediate Release
January 2, 2013

Contact: Sheila Bridgeforth, (973) 802-6852
sheila.bridgeforth@prudential.com

**Prudential completes Acquisition of
The Hartford's Individual Life Insurance business**

NEWARK, N.J. – Prudential Financial, Inc. (NYSE: PRU) today announced that The Prudential Insurance Company of America has completed through a reinsurance transaction the acquisition of The Hartford's Individual Life Insurance business through a reinsurance transaction, which was announced on September 27, 2012.

"This acquisition allows us to broaden our product and distribution capabilities and strengthens our position among the largest life insurance companies in the U.S," said Kent Sluyter, incoming chief executive officer of Prudential Individual Life Insurance. "We look forward to integrating the two businesses, providing exceptional service to The Hartford's existing individual life policy owners and enhancing Prudential's leadership positions in universal, term and variable life insurance."

Under the terms of the agreement, Prudential paid The Hartford a cash consideration of $615 million consisting primarily of a ceding commission to provide reinsurance for approximately 700,000 Hartford life insurance policies with face amount in force of approximately $135 billion.

The benefits and provisions of The Hartford's in-force life insurance contracts remain unchanged, and The Hartford's issuing companies continue to be the named insurers. Prudential will receive premiums and will be responsible for paying claims and providing customer service and administration.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader, 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 and investment management. 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.