This pricing supplement, which is not complete, relates to an automatically effective Registration Statement under the Securities Act of 1933, as amended. We may not sell the notes until we deliver a final pricing supplement. This pricing supplement and the accompanying prospectus supplement and prospectus are not an offer to sell these notes in any jurisdiction where such an offer would not be permitted.

Subject to completion

Preliminary Pricing Supplement dated September 15, 2014

Prudential Financial, Inc. InterNotes®, due One Year or More from Date of Issue
Filed Under Rule 424(b)(3), Registration Statement(s) No. 333-180020, 333-180020-01, 333-180020-02
Pricing Supplement Number 1 Dated Monday, September 15, 2014 To: Prospectus Dated March 9, 2012 and Prospectus Supplement Dated March 9, 2012

Investors should read this pricing supplement in conjunction with the Prospectus and Prospectus Supplement.

CUSIP Number	Principal Amount	Selling Price	Gross Concession	Net Proceeds	Coupon Type	Coupon Rate	Coupon Frequency	Maturity Date	1st Coupon Date	1st Coupon Amount	Survivor's Option*	Product Ranking
74432AYU8	[ ]	100%	2.500%	[ ]	Fixed	3.850%	SEMI-ANNUAL	09/15/2029	03/15/2015	$18.18	Yes	Senior Unsecured Notes

We will pay you interest on the notes on a Semi-Annual basis on Mar 15th and Sep 15th. The first such payment will be made on Mar 15, 2015. The interest rate per annum and stated maturity date are set out above.

Redemption Information: Non-Callable

Joint Lead Managers and Lead Agents: BofA Merrill Lynch, Incapital LLC **Agents:** Barclays, Citigroup, Credit Suisse, Deutsche Bank Securities, Fidelity Capital Markets, J.P. Morgan, Morgan Stanley, Siebert Capital Markets, Ramirez & Co., Inc., RBC Capital Markets, UBS Investment Bank, Wells Fargo Advisors, LLC

CUSIP Number	Principal Amount	Selling Price	Gross Concession	Net Proceeds	Coupon Type	Coupon Rate	Coupon Frequency	Maturity Date	1st Coupon Date	1st Coupon Amount	Survivor's Option*	Product Ranking
74432AYV6	[ ]	100%	3.150%	[ ]	Fixed	4.600%	SEMI-ANNUAL	09/15/2044	03/15/2015	$21.72	Yes	Senior Unsecured Notes

Subject to our redemption right, we will pay you interest on the notes on a Semi-Annual basis on Mar 15th and Sep 15th. The first such payment will be made on Mar 15, 2015. The interest rate per annum and stated maturity date are set out above.

Redemption Information: Callable at 100% on 9/15/2019 and every coupon date thereafter.

This tranche of Prudential Financial, Inc. InterNotes (CUSIP 74432AYV6) will be subject to redemption at the option of Prudential Financial, Inc., in whole on the interest payment date occurring on 09/15/2019 and on any interest payment date thereafter at a redemption price equal to 100% of the principal amount of this tranche of Prudential Financial, Inc. InterNotes plus accrued and unpaid interest thereon, if any, upon at least 30 Calendar Days prior notice to the noteholder and the trustee, as described in the prospectus supplement.

Joint Lead Managers and Lead Agents: BofA Merrill Lynch, Incapital LLC **Agents:** Barclays, Citigroup, Credit Suisse, Deutsche Bank Securities, Fidelity Capital Markets, J.P. Morgan, Morgan Stanley, Siebert Capital Markets, Ramirez & Co., Inc., RBC Capital Markets, UBS Investment Bank, Wells Fargo Advisors, LLC

Prudential Financial, Inc.

Offering Dates: Monday, September 15, 2014 through Monday, September 22, 2014
Trade Date: Monday, September 22, 2014 @12:00 PM ET
Settlement Date: Thursday, September 25, 2014
Minimum Denomination/Increments: $1,000.00/$1,000.00
Initial trades settle flat and clear SDFS: DTC Book Entry only
DTC number: 0235 via RBC Dain Rauscher Inc.

If the maturity date or an interest payment date for any note is not a Business Day (as term is defined in Prospectus), principal, premium, if any, and interest for that note is paid on the next Business Day, and no interest will accrue from, and after, the maturity date or interest payment date.

* The survivor's option feature of your note is subject to important limitations, restrictions and procedural requirements further described on pages S-49 of your prospectus supplement.

The Bank of New York will act as trustee for the Notes. Citibank, N.A., will act as paying agent, registrar and transfer agent for the Notes and will administer any survivor's options with respect thereto.

**Prudential Financial, Inc.
Prudential Financial Retail Medium Term Notes, including Prudential Financial Internotes®
Prospectus Dated March 9, 2012 and Prospectus Supplement Dated March 9, 2012**