

PRUDENTIAL FINANCIAL INC  
Form DEFA14A  
March 25, 2008

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

**SCHEDULE 14A**

**Proxy Statement Pursuant to Section 14(a) of the**  
**Securities Exchange Act of 1934**  
**(Amendment No. \_\_)**

Filed by the Registrant  Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

**Confidential, For Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to §240.14a-12

**Prudential Financial, Inc.**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

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(2) Aggregate number of securities to which transaction applies:

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(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

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(4) Proposed maximum aggregate value of transaction:

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(5) Total fee paid:

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Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

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(2) Form, Schedule or Registration Statement No.:

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(3) Filing Party:

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(4) Date Filed:

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Prudential Financial, Inc.

Annual Meeting of Shareholders

May 13, 2008 at 2:00 p.m. ET

Prudential's Corporate Headquarters,

751 Broad Street

Newark, New Jersey

Proxy Login Details:

Control Number:

Holder Account Number:

Proxy Access Number:

Your Prudential Financial, Inc. proxy statement and annual report are now available online. You may also vote your shares for the 2008 Annual Shareholder Meeting using the directions provided below.

Proxy Statement (HTML)

<http://www3.prudential.com/annualreport/report2008/proxy>

Proxy Statement (PDF)

[http://www3.prudential.com/annualreport/report2008/proxy/images/Prudential\\_Proxy2008.pdf](http://www3.prudential.com/annualreport/report2008/proxy/images/Prudential_Proxy2008.pdf)

Annual Report (HTML)

<http://www3.prudential.com/annualreport/report2008/annual>

Annual Report (PDF)

[http://www3.prudential.com/annualreport/report2008/annual/images/Prudential\\_AR2007.pdf](http://www3.prudential.com/annualreport/report2008/annual/images/Prudential_AR2007.pdf)

To cast your vote, please logon to the Internet and go to [www.investorvote.com/prudential](http://www.investorvote.com/prudential) and follow the on-screen instructions. You will be prompted to enter the proxy login details provided above. Votes submitted through this site must be received by 11:59 p.m. EDT, on May 12, 2008.

Thank you for viewing the 2008 Prudential Financial, Inc. Annual Meeting Materials and for submitting your very important vote.

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Blue client-provided information

Red merge fields from proxy data file

Prudential Financial, Inc.

Annual Meeting of Shareholders

May 13, 2008 at 2:00 p.m. ET

Prudential's Corporate Headquarters,

751 Broad Street

Newark, New Jersey

Proxy Login Details:

Control Number: <012345 >

Holder Account Number: <C1234567891>

Proxy Access Number: <12345>

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Proxy Statement (HTML)

<http://www3.prudential.com/annualreport/report2008/proxy>

Proxy Statement (PDF)

[http://www3.prudential.com/annualreport/report2008/proxy/images/Prudential\\_Proxy2008.pdf](http://www3.prudential.com/annualreport/report2008/proxy/images/Prudential_Proxy2008.pdf)

Annual Report (HTML)

<http://www3.prudential.com/annualreport/report2008/annual>

Annual Report (PDF)

[http://www3.prudential.com/annualreport/report2008/annual/images/Prudential\\_AR2007.pdf](http://www3.prudential.com/annualreport/report2008/annual/images/Prudential_AR2007.pdf)

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Thank you for viewing the 2008 Prudential Financial, Inc. Annual Meeting Materials and for submitting your very important vote.

**CERTAINTY INGENUITY ADVANTAGE**