

From: Mark Hug, VP and Chief Marketing Officer [mailto:psbreply@pruselect.email-prudential.com]

Sent: Friday, February 27, 2009 5:40 PM

To: Kathy Bishop

Subject: Standard & Poor's Announcement

An Important Message from Mark Hug

VP and Chief Marketing Officer, Individual Life Insurance

February 27, 2009

Dear Financial Professional:

On February 26, Standard & Poor's released a lengthy report on the life insurance industry. In this report, S&P announced ratings actions on 10 major insurers.

Although it lowered the Financial Strength ratings of the core insurance operating companies of Prudential Financial, Inc. from "AA" to "AA-," we are pleased that S&P confirmed our capital and liquidity are consistent with our "AA" financial strength ratings objectives for our insurance companies.

More notably, S&P changed our outlook to "stable." We believe that the strength of our business mix and its diversity across geographic, business, and equity market risks contributed to this change.

S&P also confirmed the senior long-term debt rating for Prudential Financial, Inc. at "A", and changed the outlook from "negative" to "stable" and affirmed our commercial paper ratings for Prudential Financial, Inc. at "A1" and Prudential Funding, LLC at "A1+".

Below is a summary of some of the actions taken by S&P for us and other companies.

	TO	FROM
MetLife	AA- (Outlook Negative)	AA (Outlook Stable)
Pacific Life	AA- (Outlook Negative)	AA (Outlook Stable)
Prudential	AA- (Outlook Stable)	AA (Outlook Negative)
Lincoln National	AA- (Outlook Stable)	AA (Stable)
Protective Life	AA- (Outlook Stable)	AA (Stable)
Hartford	A+ (Watch Negative)	AA- (Watch Negative)
Midland National	A+ (Outlook Stable)	AA- (Stable)
Genworth	A (Outlook Stable)	AA- (Outlook Negative)
Security Mutual Life of NY	A- (Outlook Negative)	A+ (Outlook Negative)
Conseco	BB- (Outlook Negative)	BB+ (Outlook Negative)

Our businesses are competitive in their markets, our liquidity is ample, and our sources of earnings are diverse. Despite these challenging economic conditions, we remain committed to meeting consumers' life insurance needs, including products that offer lifetime guarantees.

I thank you for your continued business.



Mark Hug
VP and Chief Marketing Officer, Individual Life Insurance

Click here for a [copy of a letter](#) that you can use with your clients in response to this announcement, and an updated copy of the ["We Are The Rock" brochure](#).

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