



# News Release

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**For Immediate Release**

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## **PRUDENTIAL PROVIDES HEALTH SCREENING INFORMATION TO INDIVIDUAL LIFE POLICYHOLDERS**

**NEWARK, N.J.** - Prudential Financial, Inc. (NYSE: PRU) announced today that its individual life insurance business is providing many of their policyholders the opportunity to take valuable health screenings offered by Life Line Screening. These tests—which include vascular and osteoporosis screenings—are available to customers and their families at a reasonable cost, and can help make them aware of a possible health problem so they may seek follow-up medical care with their physician.

"Providing our policyholders with information about valuable services is important to us, as is their health and well-being," says Joan Cleveland, senior vice president of Business Development for Individual Life. "We're focused on raising health awareness among our customers and are encouraging them to take better control of their overall health."

Life Line Screening was established in 1993, and has since become a leading provider of vascular screenings. "At Life Line Screening, we know that early detection can often prevent a health crisis," said Jack Smith, senior vice president of Business Development. "Ultrasound teams are available nationwide to travel to local communities, making non-invasive screenings easy and convenient."

Prudential customers who are eligible for these screenings will receive a letter and brochure explaining the services offered through Life Line Screening. For more information on Life Line Screening, visit [www.lifelinescreening.com](http://www.lifelinescreening.com).

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Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$648 billion of assets under management as of June 30, 2007, has operations in the United States, Asia, Europe, and Latin America. Leveraging its heritage of life insurance and asset management expertise, Prudential is focused on helping individual and institutional customers grow and protect their wealth. The company's well-known Rock symbol is an icon of strength, stability, expertise and innovation that has stood the test of time. Prudential's businesses offer a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds, investment management, and real estate services. For more information, please visit [www.prudential.com](http://www.prudential.com).

Life Line Screening is an independently owned and operated company. It is not affiliated with Prudential or its affiliates.

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