

SECRETARY
04 AUG 17

Clerk of the House of Representatives Legislative Resource Center B-106 Cannon Building Washington, DC 20515	Secretary of the Senate Office of Public Records 232 Hart Building Washington, DC 20510
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LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name Prudential Financial, Inc.			
2. Address <input type="checkbox"/> Check if different than previously reported 751 Broad Street			
3. Principal Place of Business (if different from line 2) Newark New Jersey 07102 City: State/zip (or Country)			
4. Contact Name John L. Bronson	Telephone (973) 367-3949	E-mail (optional) john.bronson@prudential.com	5. Senate ID # 32338-12
7. Client Name <input checked="" type="checkbox"/> Self			6. House ID # 31704000

TYPE OF REPORT 8. Year 2004 Midyear (January 1-June 30) OR Year End (July 1-Dec9. Check if this filing amends a previously filed version of this report 10. Check if this is a Termination Report ⇔ Termination Date _____

11. No Lobbyin

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

<p align="center">12. Lobbying Firms</p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇔ \$ _____ Income (nearest \$20,000)</p> <p>Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).</p>	<p align="center">13. Organizations</p> <p>EXPENSES relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input checked="" type="checkbox"/> ⇔ \$ <u>1,820,500.00</u> Expenses (nearest \$20,000)</p> <p>14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of</p> <p><input checked="" type="checkbox"/> Method A. Reporting amounts using LDA definition</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6033 Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) Internal Revenue Code</p>
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Signature _____


Date **August 11, 2004**

Printed Name and Title

Brian W. Clymer, Vice President

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Registrant Name Prudential Financial, Inc. Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code information as requested. Attach additional page(s) as needed.

15. General issue area code FIN (one per page)

16. Specific lobbying issues

H.R. 2420, Mutual Funds Integrity and Fee Transparency Act of 2003, All provisions
H.R. 2622, The Fair and Accurate Credit Transactions Act of 2003 (committee print showing subcommittee amendments), All provisions
H.R. 1375, The Financial Services Regulatory Relief Act of 2003, All provisions
H.R. 957, The Broker Accountability through Enhanced Transparency Act 2003, All provisions
H.R. 1000, Pension Security Act of 2003, All provisions

17. House(s) of Congress and Federal agencies contacted Check if None

House of Representatives

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Rex Wackerle, VP, Government Affairs	
Christopher Payne, Project Mgr, Gov't Affairs	
Lynn Jacobs, VP, Government Affairs	
Bryan Pickel, Lobbyist	

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature _____ Date _____

Brian W. Clymer, Vice President

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15. General issue area code FIN (one per page)

16. Specific lobbying issues

H.R. 1766, To make permanent the provisions of the Fair Credit Reporting Act and amend the Gramm-Leach Bliley Act to establish a national uniform privacy standard for financial institutions, All provisions
 H.R. 1636, Consumer Privacy Protection Act of 2003, All provisions
 H.R. 2971, Social Security Number Privacy and Identity Theft Prevention Act of 2003, All provisions
 S. 877, CAN-SPAM Act of 2003, All provisions

17. House(s) of Congress and Federal agencies contacted Check if None

House of Representatives
 Senate

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Rex Wackerle, VP, Government Affairs	
Alan Brubaker, VP, Government Affairs	
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15. General issue area code INS (one per page)

16. Specific lobbying issues

H.R. 2096, Long-Term Care Retirement Security Act of 2003, All provisions
 S. 992, Life Insurance Tax Simplification Act of 2003, All provisions
 S. 13, Death Tax Fairness Act of 2003, All provisions
 S.1335, Long-Term Care and Retirement Security Act of 2003, All provisions
 S. 100, Access to Affordable Health Care Act, All provisions related to Long Term Care

17. House(s) of Congress and Federal agencies contacted Check if None

House of Representatives
 Senate

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Rex Wackerle, VP, Government Affairs	
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15. General issue area code TOR (one per page)

16. Specific lobbying issues

H.R. 1115, Class Action Fairness Act of 2003, All provisions
S. 274, Class Action Fairness Act of 2003, All provisions
S. 1751, Class Action Fairness Act of 2003, All provisions
S. 2062, Class Action Fairness Act of 2003, All provisions
S. 2290, Fairness in Asbestos Injury Resolution Act of 2004 (FAIR Act), All provisions

17. House(s) of Congress and Federal agencies contacted Check if None

House of Representatives
Senate

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15. General issue area code CPT (one per page)

16. Specific lobbying issues

H.R. 1561, United States Patent and Trademark Fee Modernization Act of 2003, All provisions

17. House(s) of Congress and Federal agencies contacted Check if None

House of Representatives

18. Name of each individual who acted as a lobbyist in this issue area

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Rex Wackerle, VP, Government Affairs	
Lynn Jacobs, VP, Government Affairs	
Christopher Payne, Project Mgr, Gov't Affairs	
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15. General issue area code TRD (one per page)

16. Specific lobbying issues

H.R. 2739, The United States-Singapore Free Trade Implementation Act, All provisions
H.R. 2738, United States-Chile Free Trade Implementation Act, All provisions
H.R. 2896, American Jobs Creation Act of 2003, All provisions
H.R. 1769, Jobs Protection Act of 2003, All provisions

17. House(s) of Congress and Federal agencies contacted Check if None

House of Representatives

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Rex Wackerle, VP, Government Affairs	
Lynn Jacobs, VP, Government Affairs	
Christopher Payne, Project Mgr, Gov't Affairs	
Bryan Pickel, Lobbyist	

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15. General issue area code TAX (one per page)

16. Specific lobbying issues

H.R. 1776, The Pension Preservation and Savings Expansion Act of 2003, All provisions
 H.R. 2, The Jobs and Growth Reconciliation Tax Act of 2003, All provisions
 H.R. 4520, American Jobs Creation Act of 2004, All provisions
 Japan Tax Treaty Ratification, All provisions
 S. 1637, Jumpstart Our Business Strength (JOBS) Act, All provisions

17. House(s) of Congress and Federal agencies contacted Check if None

House of Representatives
 Senate

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15. General issue area code TRA (one per page)

16. Specific lobbying issues

H.R. 2989, Transportation, Treasury and Independent Agencies Appropriations Act of 2004, All provisions

17. House(s) of Congress and Federal agencies contacted Check if None

House of Representatives

18. Name of each individual who acted as a lobbyist in this issue area

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Lynn Jacobs, VP, Government Affairs	
Bryan Pickel, Lobbyist	

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15. General issue area code RET (one per page)

16. Specific lobbying issues

S. 2424, The National Employee Savings and Trust Equity Guarantee Act (NESTEG), All provisions

17. House(s) of Congress and Federal agencies contacted Check if None

Senate

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Alan Brubaker, VP, Government Affairs	

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15. General issue area code BUD (one per page)

16. Specific lobbying issues

S. Con Res 95 – FY '05 Budget Resolution, All provisions

17. House(s) of Congress and Federal agencies contacted Check if None

Senate

18. Name of each individual who acted as a lobbyist in this issue area

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