

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:

751 BROAD STREET, NEWARK, NJ 07102-3777

3. Principal place of business (if different from line 2):

4. Contact Name: JOHN L. BRONSON

Telephone: 9733673949

E-mail (optional): john.bronson@prudential.com

Senate ID #: 32338-12

House ID #:

7. Client Name: ☒ Self

TYPE OF REPORT

8. Year 2007 Midyear (January 1 - June 30): ☐ **OR** Year End (July 1 - December 31): ☒

9. Check if this filing amends a previously filed version of this report: ☐

10. Check if this is a Termination Report: ☐ => Termination Date: 11. No Lobbying Activity: ☐

INCOME OR EXPENSES

Complete Either Line 12 **OR** Line 13

12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than \$10,000: ☐

\$10,000 or more: ☐ => Income (nearest \$20,000): _____

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).

13. Organizations

EXPENSES relating to lobbying activities for this reporting period were:

Less than \$10,000: ☐

\$10,000 or more: ☒ => Expenses (nearest \$20,000): 2,200,000.00

14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

☒ **Method A.** Reporting amounts using LDA definitions only

☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

☐ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

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 registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: AGR (one per page)

16. Specific lobbying issues:

H.R. 2419, Farm Bill Extension Act of 2007, All provisions

17. House(s) of Congress and Federal agencies contacted:
HOUSE OF REPRESENTATIVES

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

Name: BRUBAKER, ALAN

Covered Official Position (if applicable): N/A

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

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 registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: EDU (one per page)

16. Specific lobbying issues:

S. 1775, No Child Left Behind Act of 2007, All provisions

17. House(s) of Congress and Federal agencies contacted:
SENATE

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

Name: BRUBAKER, ALAN

Covered Official Position (if applicable): N/A

Name: WACKERLE, REX

Covered Official Position (if applicable): N/A

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

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 registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

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

16. Specific lobbying issues:

S. 806, A bill to give consumers tools to protect themselves from ID theft by allowing them to prevent unauthorized access to their credit reports and for other purposes, All provisions H.R. 948, The Social Security Number Protection Act of 2007, All provisions H.R. 3046, Social Security Number Privacy and Identity Theft Prevention Act of 2007, All provisions

17. House(s) of Congress and Federal agencies contacted:
HOUSE OF REPRESENTATIVES
SENATE

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

Name: BRUBAKER, ALAN

Covered Official Position (if applicable): N/A

Name: JACOBS, LYNN

Covered Official Position (if applicable): N/A

Name: PAYNE, CHRISTOPHER

Covered Official Position (if applicable): N/A

Name: WACKERLE, REX

Covered Official Position (if applicable): N/A

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

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 registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: GOV (one per page)

16. Specific lobbying issues:

S. 2, Honest Leadership and Open Government Act, All provisions

17. House(s) of Congress and Federal agencies contacted:
SENATE

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

Name: BRUBAKER, ALAN

Covered Official Position (if applicable): N/A

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

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 registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: HOM (one per page)

16. Specific lobbying issues:

H.R. 1, Implementing Recommendations of the 9/11 Commission Act of 2007, Provisions related to the admittance of the Republic of Korea into the U.S. Visa Waiver Program

17. House(s) of Congress and Federal agencies contacted:
HOUSE OF REPRESENTATIVES

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

Name: PICKEL, BRYAN

Covered Official Position (if applicable): N/A

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

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 registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: HOU (one per page)

16. Specific lobbying issues:

S. 2338, FHA Modernization Act of 2007, All provisions H.R. 1427, Federal Housing Finance Reform Act of 2007, All provisions S. 947, A bill to modernize the Federal Housing Administration to meet the housing needs of the American people, All provisions

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

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

Name: BRUBAKER, ALAN

Covered Official Position (if applicable): N/A

Name: WACKERLE, REX

Covered Official Position (if applicable): N/A

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

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 registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: INS (one per page)

16. Specific lobbying issues:

S. 1865, A bill to provide for mandatory availability of life insurance that does not preclude future lawful travel, and for other purposes, All provisions S. 2285, An original bill to reauthorize the federal terrorism risk insurance program and for other purposes, All provisions H.R. 2761, Terrorism Risk Insurance Revision and Extension Act of 2007, All provisions

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

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

Name: BRUBAKER, ALAN

Covered Official Position (if applicable): N/A

Name: JACOBS, LYNN

Covered Official Position (if applicable): N/A

Name: PAYNE, CHRISTOPHER

Covered Official Position (if applicable): N/A

Name: PICKEL, BRYAN

Covered Official Position (if applicable): N/A

Name: WACKERLE, REX

Covered Official Position (if applicable): N/A

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

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 registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

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

16. Specific lobbying issues:

S. 1010, Retirement Security for Life Act of 2007, All provisions S. 1141, Automatic IRA Act of 2007, All provisions S. 1725, Restoring Pension Promises to Workers Act, All provisions S. 2473, Defined Contribution Fee Disclosure Act of 2007, All provisions

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

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

Name: BRUBAKER, ALAN

Covered Official Position (if applicable): N/A

Name: JACOBS, LYNN

Covered Official Position (if applicable): N/A

Name: PAYNE, CHRISTOPHER

Covered Official Position (if applicable): N/A

Name: PICKEL, BRYAN

Covered Official Position (if applicable): N/A

Name: WACKERLE, REX

Covered Official Position (if applicable): N/A

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

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 registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

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

16. Specific lobbying issues:

S. 940, To amend the Internal Revenue Code of 1986 to permanently extend the Subpart F exemption for active financing purposes, All provisions H.R. 3996, Temporary Tax Relief Act of 2007, All provisions H.R. 3970, Tax Reduction and Reform Act of 2007, All provisions

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

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

Name: BRUBAKER, ALAN

Covered Official Position (if applicable): N/A

Name: JACOBS, LYNN

Covered Official Position (if applicable): N/A

Name: PICKEL, BRYAN

Covered Official Position (if applicable): N/A

Name: WACKERLE, REX

Covered Official Position (if applicable): N/A

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

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 registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: TRD (one per page)

16. Specific lobbying issues:

[No Bill Number], Korea Free Trade Agreement Implementing Legislation, All provisions H.R. 3688, A bill to implement the USPeru Trade Promotion Agreement, All provisions H.R. 3160, Limitation on Treaty Benefits, All provisions

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

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

Name: BRUBAKER, ALAN

Covered Official Position (if applicable): N/A

Name: JACOBS, LYNN

Covered Official Position (if applicable): N/A

Name: PICKEL, BRYAN

Covered Official Position (if applicable): N/A

Name: WACKERLE, REX

Covered Official Position (if applicable): N/A

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

Signature: ON FILE Date: Feb 14, 2008

Printed Name and Title: BRIAN W. CLYMER, VICE PRESIDEN -

Information Update Page:

Complete ONLY where registration information has changed.

LOBBYIST UPDATE

23. Name of each previously reported individual who is NO LONGER expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues previously reported that NO LONGER pertain

AFFILIATED ORGANIZATIONS

25. Add the following organization(s)

26. Name of each previously reported organization that is NO LONGER affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization

Signature: ON FILE Date: Feb 14, 2008

Printed Name and Title: -