

## 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 2006 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): 1,947,602.00

### 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

## 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:

H.R. 1153, Terrorism Insurance Backstop Extension Act of 2005, All provisions H.R. 1263, Consumer Privacy Protection Act of 2005, All provisions H.R. 2840, Federal Agency Protection of Privacy Act, All provisions H.R. 3140, Consumer Data Security and Notification Act of 2005 (Introduced in House), All provisions H.R. 4127, Data Accountability and Trust Act, All provisions H.R. 5318, Cybersecurity Endorsement and Consumer Data Protection Act, All provisions S. 1332, Personal Data Privacy & Security Act of 2005, All provisions S. 467, Terrorism Risk Insurance Extension Act, All provisions S. 751, Notification of Risk to Personal Data Act, All provisions S. 1216, Financial Privacy Breach Notification Act of 2005, All provisions S. 1326, Notification of Risk to Personal Data Act, All provisions S.1408, Identity Protection Act of 2005, All provisions S Con Res 18, The Budget Resolution, All provisions H.R. 3997, Financial Data Protection Act of 2006, All provisions H.R. 5835, Veterans Identity and Credit Security Act, All provisions H.R. 4973, Flood Insurance Reform and Modernization Act, All provisions H.R. 5637, Nonadmitted Reinsurance Reform Act of 2006, Reinsurance provisions H.R. 2990, Credit Rating Agency Duopoly Relief Act of 2006, All provisions H.R. 458, Military Personnel Financial Services Protection Act, All provisions H.R. 3375, Financial Data Security Act of 2005, All provisions H.R. 3374, Consumer Notification and Financial Data Protection Act of 2005, All provisions H.R. 1069, Notification of Risk to Personal Data Act, 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: 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**

## 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. 1357, Retirement Savings and Security Act of 2005, Retiree health provisions S. 2424, National Employee Savings and Trust Equity Guarantee Act (NESTEG), All provisions S. 381, Retirement Security for Life Act of 2005, All provisions H.R. 819, Retirement Security for Life Act, All provisions H.R. 2830, Pension Protection Act of 2005 (Introduced in House), All provisions H.R. 5314, 401 Kids Family Savings Act, 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**

## 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:

H.R. 1960, Pension Preservation and Savings Enhancement Act of 2005, All provisions H.R. 1961, Pension Preservation and Savings Expansion Act of 2005, All provisions H.R. 1417, To amend the Internal Revenue Code of 1986 to permanently extend the subpart F exemption for active financing income (Introduced in House), All provisions H.R. 1161, To amend the Internal Revenue Code of 1986 to provide for employer retirement savings accounts and for other purposes (Introduced in House), All provisions H.R. 1162, Retirement Savings Account Act of 2005, All provisions H.R. 3109, Consolidation Returns, All provisions H.R. 2251, COLI Best Practices Act, All provisions H.R. 2682, Long-Term Care and Retirement Security Act of 2005, All provisions H.R. 1998, To amend the Internal Revenue Code of 1986 to provide for the disposition of unused funds in health flexible spending arrangements, All provisions H.R. 5262, Tax Free Health Savings Act of 2006, All provisions H.R. 4297, Tax Increase Prevention and Reconciliation Act of 2005, All provisions H.R. 5586, HSA Premium Affordability Act of 2006, All provisions H.R. 5638, Permanent Estate Tax Relief Act of 2006, All provisions H.R. 8, Death Tax Repeal Permanency Act, All provisions H.R. 5176, Fair Flat Tax Act, All provisions H.R. 5743, HSA Improvement and Expansion Act, All provisions H.R. 3019, To Amend the IRC of 1986 to Permit the Consolidation of Life Companies with Other Companies, All provisions HR 5970, The Estate Tax and Extension of Tax Relief Act of 2006, All provisions H.R. 819, Retirement Security for Life Act of 2005 (Introduced in House), All provisions S. 420, Death Tax Repeal Permanency Act of 2005 (Introduced in Senate), All provisions H.R. 2682, Long Term Care and Retirement Security Act of 2005, 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:

H.R. 3376, Tax Technical Corrections Act of 2005, Repatriation 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

Name: JACOBS, LYNN

Covered Official Position (if applicable): N/A

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**

Signature: ON FILE Date: Feb 13, 2007

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