

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): 1,816,718.00

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: FIN (one per page)

16. Specific lobbying issues:

H.R. 2419, Farm Bill Extension Act of 2007, All provisions H.R. 964, SPY ACT, All provisions H.Res. 552, Resolution Calling on the People's Republic of China to Remove Barriers to US Financial Services Firms Doing Business in China, 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: JACOBS, LYNN
Covered Official Position (if applicable): N/A
Name: PAYNE, CHRISTOPHER
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: INS (one per page)

16. Specific lobbying issues:

H.R. 3046, Social Security Number Privacy and Identity Theft Prevention Act of 2007, All provisions H.R. 3200, National Insurance Act of 2007, All provisions H.R. 493, Genetic Information Nondiscrimination Act of 2007, All provisions S. 40, National Insurance Act of 2007, All provisions S. 349, Small Business and Work Opportunity Act of 2007, All provisions S. 1753, Healthy Workforce Act of 2007, All provisions S. 1893, Children's Health Insurance Program Reauthorization Act of 2007, All provisions H.R. 2761, Terrorism Risk Insurance Revision and Extension Act of 2007, All provisions H.R. 1065, Nonadmitted and Reinsurance 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: 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:

H.R. 3361, Pension Protection Technical Correction Act of 2007, Provisions related to guaranteed lifetime income H.R. 3185, 401(k) Fair Disclosure for Retirement Security Act of 2007, All provisions H.R. 2205, Retirement Security for Life Act, All provisions H.R. 3088, Long Term Care Act of 2007, All provisions 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. 1974, Pension Protection Technical Correction Act of 2007, All provisions H.R. 2167, Automatic IRA Act of 2007, All provisions H.R. 3046, Social Security Number Privacy and Identity Theft Prevention Act of 2007, All provisions H.R. 948, The Social Security Number Protection 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:

[No Bill Number], Long Term Care Affordability and Security Act of 2007, All provisions H.R. 1509, To amend the Internal Revenue Code of 1986 to permanently extend the Sub-part F exemption for active financing income, All provisions S. 940, To amend the Internal Revenue Service Code of 1986 to permanently extend the Sub-part F exemption for active financing income, 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

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**

Signature: ON FILE Date: Aug 13, 2007

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

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: Aug 13, 2007

Printed Name and Title: -