

TAYLOR SHARON C  
Form 4  
December 12, 2007

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL  
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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
TAYLOR SHARON C

2. Issuer Name and Ticker or Trading Symbol  
PRUDENTIAL FINANCIAL INC  
[[PRU]]

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)  
  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Senior Vice President

(Last) (First) (Middle)  
  
C/O PRUDENTIAL FINANCIAL, INC., 751 BROAD STREET, 4TH FLOOR  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
12/10/2007

NEWARK, NJ 071023777  
  
(City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	(A) or (D)	5. Amount or Price	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Ownership (Instr. 4)
Common Stock	12/10/2007		M	23,174	A	\$ 32	36,564	D	
Common Stock	12/10/2007		S	20,312	D	\$ 97.13	16,252	D	
Common Stock	12/10/2007		S	600	D	\$ 97.15	15,652	D	
Common Stock	12/10/2007		S	300	D	\$ 97.22	15,352	D	
	12/10/2007		S	200	D		15,152	D	

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Common Stock						\$ 97.17		
Common Stock	12/10/2007	S	462	D		\$ 97.16	14,690	D
Common Stock	12/10/2007	S	100	D		\$ 97.18	14,590	D
Common Stock	12/10/2007	S	400	D		\$ 97.2	14,190	D
Common Stock	12/10/2007	S	100	D		\$ 97.19	14,090	D
Common Stock	12/10/2007	S	200	D		\$ 97.23	13,890	D
Common Stock	12/10/2007	S	500	D		\$ 97.24	13,390 <sup>(1)</sup>	D
Common Stock							678 <sup>(2)</sup>	I By 401(k)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 32	12/10/2007		M	23,174	<sup>(3)</sup>	12/18/2012	Common Stock	23,174

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director      10% Owner      Officer      Other

TAYLOR SHARON C  
C/O PRUDENTIAL FINANCIAL, INC.  
751 BROAD STREET, 4TH FLOOR  
NEWARK, NJ 071023777

Senior  
Vice  
President

## Signatures

By: /s/ Kathleen M. Gibson,  
Attorney-in-fact

12/12/2007

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Following the transactions reported on this Form 4, the reporting person continues to hold 13,390 shares directly and 678 shares indirectly through the 401(k). The reporting person also holds 61,918 vested stock options, 30,286 unvested stock options and 15,991 target performance shares (the exact number of performance shares awarded being dependent on achievement of performance goals).
  - (2) Beneficial ownership includes shares acquired under The Prudential Employee Savings Plan which are exempt transactions pursuant to Rules 16b-3(c) and 16a-3(f)(1)(i)(B).
  - (3) The option vests in three equal annual installments beginning on December 18, 2003.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.