

# News Release

**Prudential**  **Financial**

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## **PRUDENTIAL REAL ESTATE AFFILIATES, INC. HOSTS CONFERENCE FOR TOP PRODUCERS**

**IRVINE, Calif.** — More than 600 top sales professionals from Prudential Real Estate Affiliates, Inc., a Prudential Financial, Inc. [NYSE:PRU] company, were honored in Boston at the company's 13<sup>th</sup> Annual Summit Conference, a three-day symposium designed to recognize and inspire its top sales professionals.

“This dynamic event brings together our very best sales professionals from throughout the United States and Canada for a series of great networking and educational opportunities and input from respected business speakers,” said Earl Lee, president, Prudential Real Estate Affiliates, Inc.

In addition to being recognized by senior executives from Prudential Real Estate Affiliates, Inc., the honorees were able to attend Prudential University educational and strategy sessions and hear renowned speakers who included: Dr. Jack Groppe, a time management guru and presenter of *The Power of Full Engagement*; Tom Ferry, CEO/president of Success Strategies Institute (SSi); Roger Dawson, an expert in the art of persuasion and negotiations; and multi-cultural educator Rosanne J. Thomas.

Conference participants also heard presentations from Dr. Brian Little, a Harvard professor returned to the Summit Conference for the second consecutive year; Dr. Jeff Salz, world-class explorer, anthropologist and philosopher; and Simon Cotter, a former real estate sales professional turned award-winning comic who served as emcee.

Prudential Real Estate Affiliates, Inc. consists of companies that are selected based upon outstanding performance records, high levels of customer service and shared business values. Upon joining Prudential Real Estate Affiliates, Inc., companies are provided with many benefits, including access to a free and private Website that links sales professionals to a 24/7 resource, and increased media exposure through an advertising campaign that encompasses some of America's most watched networks and print media. Prudential Real Estate Affiliates, Inc., is also the largest real estate advertiser in *The Wall Street Journal*.

Prudential Real Estate and Relocation Services is Prudential Financial's integrated real estate brokerage franchise and relocation services business. The real estate group markets franchises primarily to existing real estate companies. As of December 31, 2003, there were more than 1,700 franchise offices and over 50,000 sales professionals in the franchise network in the U.S. and Canada. All franchisees are independently owned and operated. Prudential Financial's real estate group began offering franchises in 1988 and is now one of the largest real estate brokerage franchise networks in North America.

Prudential Financial companies, with approximately \$470 billion in total assets under management as of September 30, 2004, serve individual and institutional customers worldwide and include The Prudential Insurance Company of America, one of the largest life insurance companies in the United States. These companies offer a variety of products and services, including life insurance, mutual funds, annuities, pension and retirement related services and administration, asset management, securities brokerage, banking and trust services, real estate brokerage franchises and relocation services. For more information, visit [www.prudential.com](http://www.prudential.com).

