



## ***An Important Message from Kent Sluyter***

Vice President and Chief Actuary, Individual Life Insurance

December 15, 2010

Prudential Insurance's Board of Directors has approved payment of approximately \$1.9 billion in dividends in 2011 for participating individual life insurance policies and annuity contracts in the Closed Block.

The 2011 payment represents a continuation of the current dividend scale. Because most policy dividends tend to increase as the policy ages, approximately 98% of participating policyholders will receive a dividend payment increase while approximately 2% of participating policyholders will have no change to their dividend payment. The total amount estimated to be paid as policy dividends in 2011 is less than the dividends paid in 2010 due to the reduction in the total number of Closed Block policies, as expected.

Dividends on participating policies primarily reflect mortality, persistency, and investment results. These factors can vary from year to year, and therefore dividends can either decrease or increase.

As always, future dividends are not guaranteed, and if experience deteriorates, management may recommend a reduction in future payable dividends. Conversely, if experience improves and supports a higher dividend payout, then management may recommend an increase in future dividends.

Additional information about the dividend scales is provided in the [attached Q&A](#).

For over 130 years, Prudential has served as a good steward of its policyholders' premiums. Every policy issued by The Prudential Insurance Company of America begins with these words: "We will promptly pay...". Now more than ever, this is a comforting thought. Your customers should feel secure with their life insurance policies and the protection these policies will provide for years to come.

Sincerely,

Kent D. Sluyter, FSA, CLU  
Vice President and Chief Actuary, Individual Life Insurance

©2010 The Prudential Insurance Company of America  
751 Broad Street, Newark, NJ 07102-3777  
NRP-008642 Ed. 12/2010 Exp. 06/2012

FOR INTERNAL USE ONLY. FOR THE EDUCATION OF PRODUCERS/BROKERS. NOT FOR USE WITH THE PUBLIC.

This marketing material is subject to an expiration date and use of this material must be discontinued as of the expiration date. If you prefer not to receive further email messages from us, please click the reply button, replace the subject field with the word REMOVE, and click the send button. You will receive verification confirming your removal. If you wish to add individuals in your organization to this distribution list or change your email address, simply reply to this note.