

PRUDENTIAL FINANCIAL INC
 Form 4
 June 18, 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 *
GOLDEN ROBERT C

(Last) (First) (Middle)

C/O PRUDENTIAL FINANCIAL, INC., 751 BROAD STREET, 4TH FLOOR

(Street)

NEWARK, NJ 071023777

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
06/14/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
 Executive Vice President

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		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)			
Common Stock	06/14/2007		M		48,000	A	\$ 32	66,021	D
Common Stock	06/14/2007		S		500	D	\$ 100.95	65,521	D
Common Stock	06/14/2007		S		500	D	\$ 100.91	65,021	D
Common Stock	06/14/2007		S		500	D	\$ 100.85	64,521	D
	06/14/2007		S		1,000	D		63,521	D

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Common Stock					\$	100.83			
Common Stock	06/14/2007	S	1,000	D	\$	100.79	62,521	D	
Common Stock	06/14/2007	S	500	D	\$	100.77	62,021	D	
Common Stock	06/14/2007	S	500	D	\$	100.75	61,521	D	
Common Stock	06/14/2007	S	1,000	D	\$	100.71	60,521	D	
Common Stock	06/14/2007	S	7,000	D	\$	100.7	53,521	D	
Common Stock	06/14/2007	S	2,500	D	\$	100.69	51,021	D	
Common Stock	06/14/2007	S	5,000	D	\$	100.66	46,021	D	
Common Stock	06/14/2007	S	8,000	D	\$	100.65	38,021	D	
Common Stock	06/14/2007	S	7,500	D	\$	100.63	30,521	D	
Common Stock	06/14/2007	S	3,000	D	\$	100.62	27,521	D	
Common Stock	06/14/2007	S	4,500	D	\$	100.61	23,021	D	
Common Stock	06/14/2007	S	5,000	D	\$	100.6	18,021 ⁽¹⁾	D	
Common Stock							24 ⁽²⁾	I	By 401(k)
Common Stock							349 ⁽³⁾	I	By Robert C. Golden Irrevocable Trust
Common Stock							69 ⁽³⁾	I	By Spouse

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)

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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)	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 32	06/14/2007		M	48,000	<u>(4)</u> 12/18/2012	Common Stock	48,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GOLDEN ROBERT C C/O PRUDENTIAL FINANCIAL, INC. 751 BROAD STREET, 4TH FLOOR NEWARK, NJ 071023777			Executive Vice President	

Signatures

By: /s/ Sue J. Nam,
Attorney-in-fact 06/18/2007

**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).
- Following the transactions reported on this Form 4, the reporting person continues to hold 18,021 shares directly and 24 shares indirectly through the 401(k). The number of shares held directly does not reflect those shares gifted by the reporting person, the details of which
- (1) will be reported in a future filing in accordance with applicable rules. The reporting person also holds 127,292 vested stock options, 49,202 unvested stock options and 26,330 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 reporting person disclaims beneficial ownership of these securities, and this report shall not be deemed an admission the reporting person is the beneficial owner of such securities for the purposes of Section 16 or for any other purpose.
 - (4) The option vested in three equal annual installments on December 18, 2003, 2004 and 2005.

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.