

PRUDENTIAL FINANCIAL INC  
Form 424B3  
August 02, 2007

## CALCULATION OF REGISTRATION FEE

| Title of Each Class of Securities Offered          | Maximum Aggregate Offering Price <sup>(1)</sup> | Amount of Registration Fee <sup>(2)</sup> |
|--|---|---|
| 5.750% Internotes <sup>®</sup> Due August 15, 2014 | \$ 2,274,000                                    | \$ 69.81                                  |
| 6.000% Internotes <sup>®</sup> Due August 15, 2017 | \$ 4,036,000                                    | \$ 123.91                                 |
| 6.300% Internotes <sup>®</sup> Due August 16, 2032 | \$ 1,675,000                                    | \$ 51.42                                  |
| <b>TOTAL</b>                                       |   | <b>\$ 245.14</b>                          |

(1) Excludes accrued interest, if any.

(2) A filing fee of \$245.14 calculated in accordance with Rule 457(r), has been transmitted to the SEC in connection with the securities offered by means of this pricing supplement.

**Prudential Financial InterNotes<sup>®</sup>, Due One Year or More from Date of Issue**

**Filed under Rule 424(b)(3), Registration Statement(s) No. 333-132469, 333-132469-01 and 333-132469-02**

**Pricing Supplement Number 189 Dated July 30, 2007**

**(to Prospectus dated March 16, 2006 and Prospectus Supplement dated March 16, 2006)**

**Investors should read this pricing supplement in conjunction with the Prospectus and Prospectus Supplement.**

| CUSIP Number | Aggregate Principal Amount | Selling Price | Gross Concession | Net Proceeds   | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1 <sup>st</sup> Coupon Date | 1 <sup>st</sup> Coupon Amount | Survivor Option | Product Ranking        | Moody Rating | s & P Rating |
|--------------|----------------------------|---------------|------------------|----------------|-------------|-------------|------------------|---------------|-----------------------------|-------------------------------|-----------------|------------------------|--------------|--------------|
| 74432ATX8    | \$2,274,000.00             | 100.000%      | 1.200%           | \$2,246,712.00 | FIXED       | 5.750%      | SEMI-ANNUAL      | 08/15/2014    | 02/15/2008                  | \$30.83                       | YES             | Senior Unsecured Notes | A3           | A+           |

**Redemption Information:** Callable at 100.000% on 08/15/2009 and every interest payment date thereafter.

**Joint Lead Managers and Lead Agents:** Banc of America Securities LLC, INCAPITAL, LLC **Agents:** A.G. Edwards & Sons, Inc., Bear, Stearns & Co., Inc., Charles Schwab & Co. Inc., Citigroup, Edward D. Jones & Co., L.P., Fidelity Capital Markets Services, Merrill Lynch & Co., Morgan Stanley, Ramirez & Co., Inc., Raymond James & Associates, Inc., RBC Dain Rauscher Inc., Muriel Siebert & Co., Inc., UBS Securities LLC, Wachovia Securities, LLC

The Prudential Financial, Inc. InterNotes will be subject to redemption at the option of Prudential Financial, Inc., in whole on the interest payment date occurring any time on or after 08/15/2009 at a redemption price equal to 100% of the principal amount of the Prudential Financial, Inc. InterNotes, plus accrued interest thereon, if any, upon at least 30 days prior notice to the noteholder and the trustee, as described in the prospectus.

| CUSIP Number | Aggregate Principal Amount | Selling Price | Gross Concession | Net Proceeds   | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1 <sup>st</sup> Coupon Date | 1 <sup>st</sup> Coupon Amount | Survivor Option | Product Ranking        | Moody Rating | s & P Rating |
|--------------|----------------------------|---------------|------------------|----------------|-------------|-------------|------------------|---------------|-----------------------------|-------------------------------|-----------------|------------------------|--------------|--------------|
| 74432ATY6    | \$4,036,000.00             | 100.000%      | 1.500%           | \$3,975,460.00 | FIXED       | 6.000%      | SEMI-ANNUAL      | 08/15/2017    | 02/15/2008                  | \$32.17                       | YES             | Senior Unsecured Notes | A3           | A+           |

**Redemption Information:** Callable at 100.000% on 08/15/2009 and every interest payment date thereafter.

**Joint Lead Managers and Lead Agents:** Banc of America Securities LLC, INCAPITAL, LLC Agents: A.G. Edwards & Sons, Inc., Bear, Stearns & Co., Inc., Charles Schwab & Co. Inc., Citigroup, Edward D. Jones & Co., L.P., Fidelity Capital Markets Services, Merrill Lynch & Co., Morgan Stanley, Ramirez & Co., Inc., Raymond James & Associates, Inc., RBC Dain Rauscher Inc., Muriel Siebert & Co., Inc., UBS Securities LLC, Wachovia Securities, LLC

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| CUSIP Number | Aggregate Principal Amount | Selling Price | Gross Concession | Net Proceeds   | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1 <sup>st</sup> Coupon Date | 1 <sup>st</sup> Coupon Amount | Survivor Option | Product Ranking        | Moody Rating | S & P Rating |
|--------------|----------------------------|---------------|------------------|----------------|-------------|-------------|------------------|---------------|-----------------------------|-------------------------------|-----------------|------------------------|--------------|--------------|
| 74432ATZ3    | \$1,675,000.00             | 100.000%      | 2.500%           | \$1,633,125.00 | FIXED       | 6.300%      | SEMI-ANNUAL      | 08/16/2032    | 02/15/2008                  | \$33.78                       | YES             | Senior Unsecured Notes | A3           | A+           |

**Redemption Information:** Callable at 100.000% on 08/15/2012 and every interest payment date thereafter.

**Joint Lead Managers and Lead Agents:** Banc of America Securities LLC, INCAPITAL, LLC Agents: A.G. Edwards & Sons, Inc., Bear, Stearns & Co., Inc., Charles Schwab & Co. Inc., Citigroup, Edward D. Jones & Co., L.P., Fidelity Capital Markets Services, Merrill Lynch & Co., Morgan Stanley, Ramirez & Co., Inc., Raymond James & Associates, Inc., RBC Dain Rauscher Inc., Muriel Siebert & Co., Inc., UBS Securities LLC, Wachovia Securities, LLC

The Prudential Financial, Inc. InterNotes will be subject to redemption at the option of Prudential Financial, Inc., in whole on the interest payment date occurring any time on or after 08/15/2012 at a redemption price equal to 100% of the principal amount of the Prudential Financial, Inc. InterNotes, plus accrued interest thereon, if any, upon at least 30 days prior notice to the noteholder and the trustee, as described in the prospectus.

|   |   |
|---|---|
| <p>Prudential Financial, Inc.      Offering Dates: July 23, 2007 through July 30, 2007</p> <p>Trade Date: Monday, July 30, 2007 @12:00 PM ET</p> <p>Settlement Date: Thursday, August 02, 2007</p> <p>Minimum Denomination/Increments: \$1,000.00/\$1,000.00</p> <p>Initial trades settle flat and clear SDFS: DTC Book Entry only</p> <p>DTC number: 0235 via RBC Dain Rauscher Inc.</p> | <p>Prudential Financial, Inc.<br/>\$2,500,000,000.00<br/>Prudential Financial Retail Medium-Term Notes, including Prudential Financial InterNotes®<br/>Prospectus dated March 16, 2006 and the Prospectus Supplement dated March 16, 2006</p> |
|---|---|

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If the maturity date or an interest payment date for any note is not a Business Day (as defined in the Prospectus), principal, premium, if any, and interest for that note is paid on the next Business Day, and no interest will accrue from, and after, the maturity date or interest payment date.

The Prudential Financial, Inc. InterNotes will be represented by a master global note in fully registered form, without coupons. The master global note will be deposited with, or on behalf of, DTC and registered in the name of a nominee of DTC, as depository, or another depository as may be named in a subsequent pricing supplement.

*InterNotes® is a registered trademark of Incapital Holdings LLC. All rights reserved*