

PRUDENTIAL FINANCIAL INC  
Form 10-Q/A  
August 09, 2010

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 10-Q/A**

**(Amendment No. 1)**

**x QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

**For the quarterly period ended June 30, 2010**

**OR**

**.. TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

**For the Transition Period from to**

**Commission File Number 001-16707**

# Prudential Financial, Inc.

(Exact Name of Registrant as Specified in its Charter)

**New Jersey**  
(State or Other Jurisdiction of  
Incorporation or Organization)

**22-3703799**  
(I.R.S. Employer  
Identification Number)

**751 Broad Street**  
**Newark, New Jersey 07102**  
**(973) 802-6000**

(Address and Telephone Number of Registrant's Principal Executive Offices)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of the Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer  Accelerated filer  Non-accelerated filer  Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). Yes  No

As of July 31, 2010, 465 million shares of the registrant's Common Stock (par value \$0.01) were outstanding. In addition, 2 million shares of the registrant's Class B Stock, for which there is no established public trading market, were outstanding.



**EXPLANATORY NOTE**

The purpose of this Amendment No. 1 to our Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2010, as filed with the Securities and Exchange Commission on August 6, 2010 (the Form 10-Q ), is to furnish the interactive data files as Exhibit 101 to the Form 10-Q. Exhibit 101 to this Amendment No. 1 provides the following items from the Form 10-Q formatted in XBRL (Extensible Business Reporting Language): (i) the Unaudited Interim Consolidated Statements of Financial Position; (ii) the Unaudited Interim Consolidated Statements of Operations; (iii) the Unaudited Interim Consolidated Statements of Equity; (iv) the Unaudited Interim Consolidated Statements of Cash Flows; and (v) Notes to Unaudited Interim Consolidated Financial Statements.

No changes have been made to the Form 10-Q other than as described above. This Amendment No. 1 does not reflect any subsequent information or events occurring after the original filing date of the Form 10-Q or modify or update in any way disclosures made in the Form 10-Q.

**Item 6. Exhibits.**

12.1 Statement of Ratio of Earnings to Fixed Charges.\*

31.1 Section 302 Certification of the Chief Executive Officer.\*

31.2 Section 302 Certification of the Chief Financial Officer.\*

32.1 Section 906 Certification of the Chief Executive Officer.\*

32.2 Section 906 Certification of the Chief Financial Officer.\*

101.INS XBRL Instance Document. \*\*

101.SCH XBRL Taxonomy Extension Schema Document. \*\*

101.CAL XBRL Taxonomy Extension Calculation Linkbase Document. \*\*

101.LAB XBRL Taxonomy Extension Label Linkbase Document. \*\*

101.PRE XBRL Taxonomy Extension Presentation Linkbase Document. \*\*

101.DEF XBRL Taxonomy Extension Definition Linkbase Document. \*\*

\* Previously filed.

\*\* Furnished herewith.

Prudential Financial, Inc. will furnish upon request a copy of any exhibit listed above upon the payment of a reasonable fee covering the expense of furnishing the copy. Requests should be directed to:

Shareholder Services

Prudential Financial, Inc.

751 Broad Street, 21st Floor

Newark, New Jersey 07102

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

PRUDENTIAL FINANCIAL, INC.

By: */s/* RICHARD J. CARBONE  
**Richard J. Carbone**

**Executive Vice President and Chief Financial Officer**

**(Authorized signatory and principal financial officer)**

Date: August 9, 2010

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