

## JennisonDryden Wholesalers Earn Professional Plan Consultant(TM) Designation.

Publication: [Business Wire](#)  
 Date: Tuesday, June 26 2007  
 Subject: [Consultants \(Persons\)](#), [Wholesale trade](#), [Insurance industry](#)  
 Product: [Wholesale Trade](#)

New Designation Enables JennisonDryden to Partner with Financial Advisors on 401(k) Business

NEWARK, N.J. -- JennisonDryden announced today that its sales force is among the first mutual fund wholesaling groups to earn the new Professional Plan Consultant(TM) designation from Financial

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Service Standards through its 401(k) Service Training Program [TM]. JennisonDryden is Prudential Financial, Inc.'s (NYSE: PRU) proprietary mutual fund family.

"This critical training addresses issues facing employer-sponsored plans and will enable our wholesalers to serve as consultants for advisors

interested in competing in this space," said Michael Rosenberg, who recently joined JennisonDryden to spearhead its retirement effort.

So far, the JennisonDryden field wholesalers have earned the Professional Plan Consultant designation, which is accredited by Robert Morris University. A second wave of wholesalers is currently enrolled in the program as JennisonDryden ultimately seeks to have its entire sales force certified.

Financial Service Standards LLC, Pittsburgh, Pa., was founded in 2005 to identify and raise the service standards of financial professionals. Through its 401k Service Training Program(TM), retirement sales and service professionals earn the Professional Plan Consultant [TM] designation, and are empowered with licensed training and tools that educate, advise and guide plan-sponsor customers through six key management and fiduciary responsibilities. More information is available at [www.financialservicestandards.com](http://www.financialservicestandards.com).

JennisonDryden brings institutional asset management capabilities to retail investors in a wide range of mutual funds and separate accounts. JennisonDryden offers four asset managers--Jennison Associates, Quantitative Management Associates, Prudential Fixed Income, and Prudential Real Estate Investors (PREI[R])--that are well known and respected by major corporations, pension plans, and other institutional investors throughout the world. JennisonDryden is a registered trademark of The Prudential Insurance Company of America. The JennisonDryden fund family is distributed by Prudential Investment Management Services, LLC, (Member SIPC), and a Prudential Financial company. More information is available at [www.jennisondryden.com](http://www.jennisondryden.com).

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$630 billion of assets under management as of March 31,

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2007, has operations in the United States, Asia, Europe, and Latin America. Leveraging its heritage of life insurance and asset management expertise, Prudential is focused on helping individual and institutional customers grow and protect their wealth. The company's well-known Rock symbol is an icon of strength, stability, expertise and innovation that has stood the test of time. Prudential's businesses offer a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds, investment management, and real estate services. For more information, please visit [www.prudential.com](http://www.prudential.com).

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Investors should consider the fund's investment objectives, risks, charges and expenses carefully before investing. The prospectus contains this and other information about the fund. Contact your financial professional for a prospectus, and read it carefully before investing.

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