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FOR IMMEDIATE RELEASE

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JennisonDryden Mutual Funds Arms Its Wholesalers with the “401k Service Training Program™”

JD Reps will Carry the Professional Plan Consultant™ (PPC™) Designation

PITTSBURGH, PA, May 7, 2007—JennisonDryden Mutual Funds is arming its wholesalers with the training, tools and credential provided through the “401k Service Training Program™.” JennisonDryden’s advisors will carry the Professional Plan Consultant™ (PPC) designation after undergoing extensive training and examination.

JennisonDryden is the mutual fund division of Prudential Investment Management Services LLC, which is owned by Prudential Financial Inc. (NYSE:PRU) of Newark, New Jersey.

The 401k Service Training Program™ is accredited by Robert Morris University and sponsored by Financial Service Standards, LLC, both of Pittsburgh. The Program provides retirement sales and service professionals with a turnkey 401k service model and over 150 licensed tools and templates to educate, advise and guide plan-sponsor customers through six key plan-management responsibilities as defined by ERISA. The Program culminates in the Professional Plan Consultant™ (PPC) designation.

“Through the 401k Service Training Program, the JennisonDryden wholesalers are gaining expertise in six key areas critical to servicing the qualified plan market,” says Sharon Pivrotto, COO of Financial Service Standards, LLC. “These include identifying goals and objectives, writing and applying the investment policy statement, building the plan portfolio and monitoring the expenses, developing an employee education program, managing the plan for success, and documenting fiduciary compliance.

More...



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About JennisonDryden Mutual Funds

JennisonDryden Mutual Funds are distributed by Prudential Investment Management Services LLC, a Prudential Financial company and member SIPC. JennisonDryden is a registered trademark of The Prudential Insurance Company of America.

About The 401k Service Training Program™

The 401k Service Training Program™ is offered through Financial Service Standards, LLC (FSS) and accredited through Robert Morris University, both of Pittsburgh.

Financial Service Standards LLC, founded in 2005, is devoted to identifying and raising the service standards of financial professionals. To date, nearly 200 retirement professionals have been trained through its 401k Service Training Program.

For more information

For more information, contact Sharon Pivrotto, COO, at 412-977-9304 or PPC@401kservicetraining.com. Or visit www.401kservicetraining.com or www.financialservicestandards.com.

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