

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

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

____ Director
 Officer (give title below) _____ Other (specify below)
Executive Vice President

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

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
____ Form filed by More than One Reporting Person

NEWARK, NJ 071023777

(City) (State) (Zip)

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)				Price
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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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

