

PRUDENTIAL FINANCIAL INC

Form 4

February 16, 2007

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**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

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
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(Print or Type Responses)

1. Name and Address of Reporting Person *
BANTA VIVIAN L

(Last) (First) (Middle)

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

(Street)

NEWARK, NJ 071023777

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
02/14/2007

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
____X____ Officer (give title ____ Other (specify
below) below)
Vice Chairman

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

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 (Instr. 8)	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	02/14/2007		S		4,000	D	\$ 92.58
Common Stock	02/14/2007		S		6,000	D	\$ 92.57
Common Stock	02/15/2007		S		500	D	\$ 91.78
Common Stock	02/14/2007		S		5,000	D	\$ 92.56
	02/14/2007		S		3,000	D	
							64,345
							D

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Common Stock					\$ 92.55		
Common Stock	02/14/2007	S	2,788	D	\$ 92.54	61,557	D
Common Stock	02/15/2007	M	111,810	A	\$ 45	173,367	D
Common Stock	02/15/2007	S	500	D	\$ 92.07	172,867	D
Common Stock	02/15/2007	S	500	D	\$ 92.05	172,367	D
Common Stock	02/15/2007	S	1,000	D	\$ 92.04	171,367	D
Common Stock	02/15/2007	S	1,000	D	\$ 92.02	170,367	D
Common Stock	02/15/2007	S	1,000	D	\$ 92.01	169,367	D
Common Stock	02/15/2007	S	10,000	D	\$ 92	159,367	D
Common Stock	02/15/2007	S	2,000	D	\$ 91.95	157,367	D
Common Stock	02/15/2007	S	1,000	D	\$ 91.93	156,367	D
Common Stock	02/15/2007	S	1,500	D	\$ 91.92	154,867	D
Common Stock	02/15/2007	U	500	D	\$ 91.91	154,367	D
Common Stock	02/15/2007	S	1,000	D	\$ 91.9	153,367	D
Common Stock	02/15/2007	S	1,000	D	\$ 91.88	152,367	D
Common Stock	02/15/2007	S	3,000	D	\$ 91.87	149,367	D
Common Stock	02/15/2007	S	1,000	D	\$ 91.86	148,367	D
Common Stock	02/15/2007	S	3,000	D	\$ 91.85	145,367	D
Common Stock	02/15/2007	S	4,000	D	\$ 91.82	141,367	D
Common Stock	02/15/2007	S	2,000	D	\$ 91.81	139,367	D
	02/15/2007	S	8,000	D	\$ 91.8	131,367	D

Common
Stock

Common Stock	02/15/2007	S	1,000	D	\$ 91.79	130,367	D
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Common Stock						515 ⁽¹⁾	I	By 401(k)
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474
(9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Employee Stock Option (right to buy)	\$ 45	02/15/2007		M	111,810	⁽²⁾	02/10/2014	Common Stock	111,810

Reporting Owners

Reporting Owner Name / Address

Relationships

Director	10% Owner	Officer	Other
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BANTA VIVIAN L
C/O PRUDENTIAL FINANCIAL, INC.
751 BROAD STREET, 4TH FLOOR
NEWARK, NJ 071023777

Vice Chairman

Signatures

By: /s/ Kathleen M. Gibson,
Attorney-in-fact

02/16/2007

**Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Beneficial ownership includes shares acquired under The Prudential Employee Savings Plan which are exempt transactions pursuant to Rules 16b-3(c) and 16a-3(f)(1)(i)(B).

(2) The option vested in three equal annual installments beginning on February 10, 2005.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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