

PRUDENTIAL FINANCIAL INC

Form 424B3

September 01, 2004

Filed Under Rule 424(b)(3), Registration Statement No. 333-104444, 333-104444-01 and 333-104444-02

Pricing Supplement Number 22 Dated 08/30/2004

(To: Prospectus Dated April 25, 2003 and Prospectus Supplement Dated March 25, 2004)

Investors should read this pricing supplement in conjunction with the Prospectus and Prospectus Supplement.

| CUSIP     | Selling Price | Gross Concession | Net Proceeds  | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1 <sup>st</sup> Coupon Date | 1 <sup>st</sup> Coupon Amount | Survivor Option | sProduct Ranking       | Moody Rating | sS & P Rating |
|-----------|---------------|------------------|---------------|-------------|-------------|------------------|---------------|-----------------------------|-------------------------------|-----------------|------------------------|--------------|---------------|
| 74432ACV0 | 100.00%       | 0.625%           | \$ 785,062.50 | FIXED       | 3.500%      | SEMI-ANNUAL      | 6/15/2008     | 3/15/2005                   | \$ 18.76                      | YES             | Senior Unsecured Notes | A3           | A-            |

Redemption Information: Non-Callable.

Joint Lead Managers and Lead Agents: Banc of America Securities LLC, INCAPITAL, LLC Agents: A.G. Edwards & Sons, Inc., Bear, Stearns & Co., Inc., Charles Schwab & Co. Inc., Citigroup, Edward D. Jones & Co., L.P., Fidelity Capital Markets, Merrill Lynch & Co., Morgan Stanley, Ramirez & Co., Inc., Raymond James & Associates, Inc., RBC Dain Rauscher Inc., Muriel Siebert & Co., Inc., UBS Financial Services Inc., Wachovia Securities, LLC

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|-----------|---------------|------------------|-----------------|-------------|-------------|------------------|---------------|-----------------------------|-------------------------------|-----------------|------------------------|--------------|---------------|
| 74432ACW8 | 100.00%       | 1.200%           | \$ 1,667,744.00 | FIXED       | 4.500%      | SEMI-ANNUAL      | 9/15/2011     | 3/15/2005                   | \$ 24.13                      | YES             | Senior Unsecured Notes | A3           | A-            |

Redemption Information: Non-Callable.

Joint Lead Managers and Lead Agents: Banc of America Securities LLC, INCAPITAL, LLC Agents: A.G. Edwards & Sons, Inc., Bear, Stearns & Co., Inc., Charles Schwab & Co. Inc., Citigroup, Edward D. Jones & Co., L.P., Fidelity Capital Markets, Merrill Lynch & Co., Morgan Stanley, Ramirez & Co., Inc., Raymond James & Associates, Inc., RBC Dain Rauscher Inc., Muriel Siebert & Co., Inc., UBS Financial Services Inc., Wachovia Securities, LLC

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