



News Release

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Prudential Real Estate Feeds Listings to Cyberhomes, Google Base and Oodle

– Affiliate Listings Now Display on Nine Real Estate and Search Sites

IRVINE, Calif. – Prudential Real Estate Affiliates, Inc., a Prudential Financial, Inc. [NYSE: PRU] company, today flowed at least 140,000 for-sale property listings to Internet hot spots Cyberhomes.com, Google Base™ and Oodle. The move positions Prudential Real Estate affiliates' listings in front of the growing ranks of consumers who shop online for real estate and related services and information.

“We’re sending our affiliate listings to Cyberhomes, Google Base and Oodle for a couple of simple reasons: The sites are very popular among consumers, and each offers a rich search experience with a lot of useful information,” said Laurie Keenan, president of Prudential Real Estate. “Our listings as well as our services and resources are now readily available to the millions of consumers who frequent these great Internet sites.”

Prudential Real Estate teamed with Cyberhomes earlier this month to offer “Value Range Estimates” and “Property Profiles,” free consumer services now available on Prudential.com/realestate. Through Cyberhomes, Prudential Real Estate listings also will appear on AOL.com.

Moreover, Prudential Real Estate’s marketing plans include display and banner advertising on Cyberhomes and Oodle.

“Our mission is to drive significant consumer traffic to our affiliates’ listings,” said Keenan. “Aligning with Cyberhomes, Google Base and Oodle will help us get that job done.”

Said Marty Frame, Cyberhomes general manager: “We are excited to add Prudential Real Estate affiliates’ listings to our powerful search capability on Cyberhomes.com. Consumers appreciate the breadth of listings on Cyberhomes, as well as the depth of home-evaluation and homeownership information available on our site.”

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“We are thrilled to be working with Prudential Real Estate,” added Faith Sedlin, Oodle founder and vice president. “As a classifieds site with a broad partner network, Oodle provides a great local venue to feature real estate listings.”

Online listings include property descriptions, photos and affiliate- and listing-agent contact information. In addition to Cyberhomes, Google Base and Oodle, Prudential Real Estate affiliate listings also appear on FrontDoor.com, Propsmart.com, Trulia.com, Yahoo! Real Estate and Zillow.com.

Cyberhomes valuations provide access to most of the same information from Fidelity National Information Services, the leader in property information, services and technology for REALTORS[®], appraisers and lenders, to create detailed, proprietary analysis of a property and the surrounding community. Cyberhomes enables the exploration of real estate data ranging from property facts, value estimates and a variety of important indicators of local and national changes in the housing market.

Google Base enables structured data such as real estate listings to better surface on the Google search engine improving the quality of search results. Real estate listings from Google Base are available on Google Maps[™]. Google, Google Base and Google Maps are trademarks of Google Inc.

Oodle allows consumers to buy and sell through online classifieds. Bringing together more than 40 million listings from over 80,000 sites, Oodle improves the way people buy and sell locally. Oodle offers the most comprehensive search, convenient email alerts and information to empower consumers to make better buying decisions.

Prudential Real Estate and Relocation Services, Inc. is Prudential’s integrated real estate brokerage franchise and relocation services business. Prudential Real Estate franchises are independently owned and operated. Companies are selected based upon outstanding performance records, high levels of customer service and shared business values with those of Prudential. Prudential Real Estate provides franchises with business strategies using Operation Reviews as well as numerous benefits, including access to Prudential

Real Estate’s Online Seller AdvantageSM program designed to provide real-time information to sellers with the touch of a keystroke. Prudential Real Estate is one of the largest real estate brokerage franchise networks in North America, with more than 2,100 franchise offices and approximately 64,000 sales professionals in the franchise Network as of March 31, 2008.

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Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$631 billion of assets under management as of March 31, 2008, 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 approximately 50 million 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.

