

For Immediate Release

April 11, 2008



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**PRUDENTIAL NORTHEAST PROPERTIES RECEIVES
ROUND TABLE AWARD BY PRUDENTIAL REAL ESTATE**

Bangor, Maine — Prudential Northeast Properties received Prudential Real Estate’s prestigious Round Table Award for residential units sold in 2007 for the Northern Region. Prudential Real Estate Affiliates, Inc., is a company of Prudential Financial, Inc. [NYSE:PRU].

The award, presented at the company’s annual sales convention in New Orleans, honors the top three offices from each U.S. region, the top office in Canada and the top office in Mexico that had one of the highest residential units sold performance for the year. This award was presented during special ceremonies at the convention, which was attended by thousands of real estate professionals from throughout North America.

“It’s a delight to be recognized for such an achievement,” said Robert Norris, President of Prudential Northeast Properties. “We go to great lengths to stay focused on the needs and wants of our buyers and sellers, and our goal is to meet those expectations.”

Prudential Northeast Properties was originally founded in 1903 and has earned a host of honors over its 100 plus years in business. Prudential Northeast Properties specializes in residential and commercial real estate and has 150+ sales professionals serving the State of Maine with offices in Bangor, Ellsworth, Searsport, Camden, Newport, Dexter, Waterville and Westbrook.

Prudential Real Estate and Relocation Services 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 nearly 2,100 franchise offices and approximately 64,000 sales professionals in the franchise Network as of December 31, 2007.