

PRESS RELEASE



Robert Norris, President of Prudential Northeast Properties, Bangor, Maine, is pleased to announce the acquisition of Tim Flaherty Real Estate in Westbrook, Maine.

Tim Flaherty Real Estate has been a highly successful real estate agency in the southern Maine market for many years. This acquisition is an important part of our company's statewide strategy and will afford our clients and customers, that are moving about the state, an ability to work with one company that provides the highest quality of service throughout Maine.

Tim and Marie Flaherty said "By joining Prudential Northeast Properties, we now will have access to greater resources, a state of the art technology platform plus expanded reach through a national referral system that enables us to serve Buyers and Sellers even better".

Tim Flaherty Real Estate will now be the Prudential Northeast Properties (Flaherty office) with 22 agents locally and over 150 agents statewide to serve Maine consumers.

"We are pleased to have Tim Flaherty Real Estate join Prudential Northeast Properties as we share their philosophy of service to the community along with our ongoing commitment to ultimate customer service through high touch and innovation", said Prudential Northeast Properties' President, Robert Norris.

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 an exclusive marketing relationship with Yahoo! Real Estate, access to Prudential's Online Seller Advantage program designed to provide real-time information to sellers with the touch of a keystroke, as well as Prudential's Military Advantage program catering to both active and retired military personnel with specialized marketing tools to fit the needs of military families on the move. 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 68,000 sales professionals in the franchise network as of December 31, 2006.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$616 billion of assets under management as of December 31, 2006, 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 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, asset management, and real estate services.

Prudential Northeast Properties is part of a Financial Services Holding Company that is committed to offering a one-stop shop for real estate services with participation from its affiliate companies: Sun-Mortgage New England, Inc., Singleton Appraisal Co. and Singleton Homes, all with headquarters in Bangor, Maine.

Prudential Northeast Properties, currently with offices in Bangor, Ellsworth, Searsport, Camden, Newport, Dexter, Waterville, Northeast Harbor and Westbrook, is better positioned to provide unmatched service to our clients and customers throughout Maine. For more information, please visit us at www.pnpre.com or www.prudential.com