

**For Immediate Release**

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## **PRUDENTIAL REAL ESTATE AFFILIATES, INC. DONATES MORE THAN \$1.5 MILLION TO THE SUNSHINE KIDS IN 2004**

**IRVINE, CALIF** – Prudential Real Estate Affiliates, Inc., a Prudential Financial [NYSE: PRU] company, announced today that in 2004 its network members donated a record-breaking \$1.5+ million to The Sunshine Kids, Prudential Real Estate’s nonprofit organization of choice.

“We have been an advocate for The Sunshine Kids since 1991,” said Earl Lee, president, Prudential Real Estate Affiliates, Inc. “Our Network members have embraced The Sunshine Kids wholeheartedly. Not only do they raise money for The Sunshine Kids, some assist in planning fund-raising events while others volunteer their time to activities and national events designed for the Kids.”

“I set a goal to have my Prudential Real Estate colleagues raise more than \$1.25 million in 2004,” said Tom Carruthers, III, Prudential Real Estate national honorary chairperson, Sunshine Kids and president, Prudential Carruthers, REALTORS®. “The Network accepted my challenge and exceeded my goal. This resulted in a nearly three times increase in fundraising for the Sunshine Kids in only four years.”

Prudential Real Estate Network members raised money for The Sunshine Kids in a number of ways – some held golf tournaments, silent auctions, bowling tournaments and power walks while others donated a certain amount or percentage from every home listed.

Rhoda Tomasco, founder/board member, The Sunshine Kids Foundation said, “We believe that we found a great collaborator in Prudential Real Estate Affiliates, Inc., because of the strong parallels each organization has in regards to philosophy, mission and goals. Prudential Real Estate, over the years, has allowed us to provide events for children with cancer to do what kids are meant to do – have fun and celebrate life.”

The Sunshine Kids is a national non-profit organization dedicated to children with cancer. Established in 1982 in Houston, Sunshine Kids Events provides a variety of programs, free-of-charge, for children receiving cancer treatments in hospitals across the United States, Canada and Mexico. The organization is funded by contributions from individuals, corporations and philanthropic foundations.

National events provided for children by The Sunshine Kids include the Mardi Gras Fun-Time Fantasy, a Castaway Cruise, Las Vegas Getaway, National Heritage Tour in Washington, D.C., Summer Broadway Break in New York, California Fun-Time Fantasy, Florida Fun-N-Sun Celebration in Orlando and the Texas Hill Country Adventure. Events in the Houston area include professional baseball, basketball, football and hockey events, concerts and musicals, rodeos, circuses and various parties.

Prudential Real Estate Affiliates, Inc., consists of companies that are selected based upon outstanding performance records, high levels of customer service and shared business values. Upon joining Prudential Real Estate Affiliates, Inc., companies are provided with many benefits, including access to a free and private Website that links sales professionals to a 24/7 resource, and increased media exposure through an advertising campaign that encompasses some of America's most watched networks and print media. Prudential Real Estate Affiliates, Inc., is also the largest real estate advertiser in *The Wall Street Journal*.

Prudential Real Estate and Relocation Services is Prudential Financial's integrated real estate brokerage franchise and relocation services business. The real estate group markets franchises primarily to existing real estate companies. As of December 31, 2004, there were more than 1,800 franchise offices and over 58,000 sales professionals in the franchise network in the U.S., Canada and Mexico. All franchisees are independently owned and operated. Prudential Financial's real estate group began offering franchises in 1988 and is now one of the largest real estate brokerage franchise networks in North America.

Prudential Financial companies, with approximately \$500 billion in total assets under management as of December 31, 2004, serve individual and institutional customers worldwide and include The Prudential Insurance Company of America, one of the largest life insurance companies in the United States. These companies offer a variety of products and services, including life insurance, mutual funds, annuities, pension and retirement related services and administration, asset management, securities brokerage, banking and trust services, real estate brokerage franchises and relocation services. For more information, visit [www.prudential.com](http://www.prudential.com).