

[Name of Presenter], [Title], [Date]

Are You Prepared for the Financial Challenges of Retirement?

Issued by Pruco Life Insurance Company and by Pruco Life Insurance Company of New Jersey.

ANNUITIES:

• NOT A DEPOSIT • NOT FDIC INSURED • NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY
• NOT BANK OR CREDIT UNION GUARANTEED • MAY LOSE VALUE

0168982-00008-00 ED. 05/2011



Prudential

Bank of America Corporation (“Bank of America”) is a financial holding company that, through its subsidiaries and affiliated companies, provides banking and investment products and other financial services.

Merrill Lynch, Pierce, Fenner & Smith Incorporated is a wholly owned subsidiary of Bank of America Corporation, and a registered broker-dealer and member of FINRA and SIPC.

Investment products offered through MLPF&S and insurance and annuity products offered through Merrill Lynch Life Agency Inc.:

Are Not FDIC Insured	May Lose Value	Are Not Bank Guaranteed
Are Not Insured by Any Federal Government Agency	Are Not Deposits	Are Not a Condition to Any Banking Service or Activity

Merrill Lynch Life Agency Inc. is a licensed insurance agency and a wholly owned subsidiary of Bank of America Corporation.

The views and opinions expressed in this presentation are not necessarily those of Bank of America Corporation; Merrill Lynch, Pierce, Fenner & Smith Incorporated; or any affiliates.

Nothing discussed or suggested in these materials should be construed as permission to supersede or circumvent any Bank of America, Merrill Lynch, Pierce, Fenner & Smith Incorporated policies, procedures, rules, and guidelines.

Investments are offered through [broker dealer name], a registered broker dealer (member FINRA/SIPC). Insurance is offered through [agency name].

[Broker dealer name] and [agency name], located at [address], are not affiliated with Prudential Financial.

Topics of discussion

- Living in retirement for 30+ years?
- Inflation, taxes and healthcares' effect on your savings
- Not having your retirement savings protected from market declines?

Longevity Risk

Rising Costs

Market Uncertainty

Retirement Red Zone[®]

Topics of discussion

- **Potential retirement challenges you may face**
- **What an effective retirement investment should offer**
- **How a variable annuity can help you reach your goals**



What are the chances...

A couple age 65 today:



50%
chance that one
will live to:

Age

→ **92**

25%
chance that one
will live to:

Age

→ **97**

Source: US Annuity 2000 mortality table, Society of Actuaries.

Inflation doesn't just stop...

How much will it take?

Year 1 \$40,000

Year 5 \$46,794

Year 10 \$56,932

Year 15 \$69,267

Year 20 \$84,274

Year 25 \$102,532

An increase of 156% just to maintain this retiree's retirement lifestyle!!

Social Security \$\$ and healthcare costs

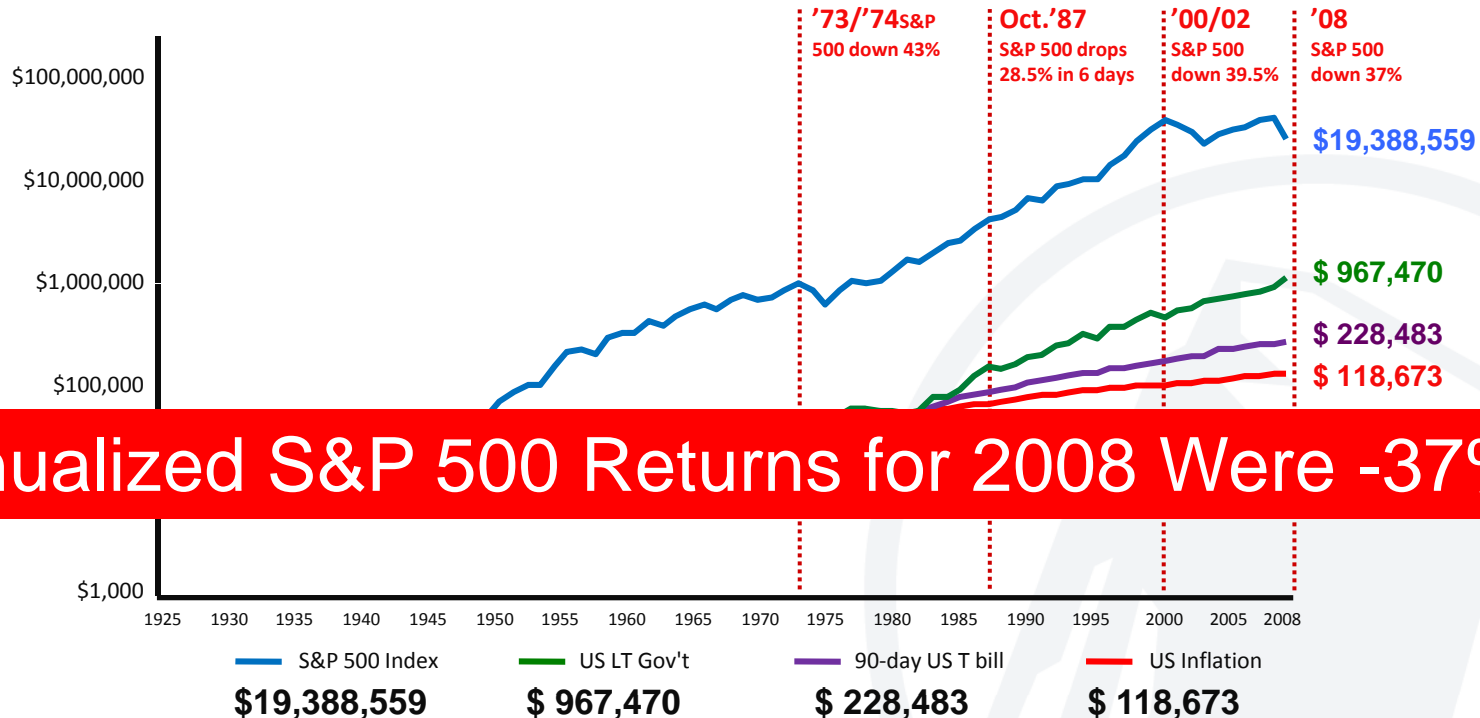
- **Social Security – no increase in 2010 and 2011**
- **Some may experience net decrease**
- **Increase in number of recipients in next decade**

“For the first time in more than three decades, Social Security recipients would not receive any increase in their benefits (in 2010) or in 2011”

New York Times, "Recession Drains Social Security and Medicare," Robert Pear, May 12, 2009

Where will the market be when you retire?

Growth of \$10,000 from 1925 – December 31, 2008



Source: *UBS Asset Management, 2008.*

Note: \$10,000 may not be representative of a typical investment in 1925. This chart is for illustrative purposes only and is not indicative of the performance of any investment or annuity product. Stocks represented by Standard & Poor's (S&P) 500 Index, long-term government bonds by 20-year U.S. Treasury bonds, 90-day U.S. Treasury bills and inflation by the Consumer Price Index. Index returns assume reinvestment of all distributions and do not reflect product fees, expenses, or sales charges, which would lower the performance shown. You cannot invest directly in an index. The time period shown is not a realistic investment horizon for retirement saving. While the chart demonstrates that long-term exposure to equity markets may yield a positive return, past performance is not a guarantee of future results.

What the press is saying...

THE WALL STREET JOURNAL.
WEDNESDAY, JULY 22, 2009
© 2009 Dow Jones & Company, Inc. All Rights Reserved.

“People are sick of sliding back down to the base camp after they felt like they were about to put their flag in the top of the mountain.”

Source: Wall Street Journal, “Long Derided, This Investment Now Looks Wise,”
July 22, 2009

By not losing as much, investors can gain more

Current Loss	Rate of Return							Amount needed to break even is:
	2%	3%	4%	5%	6%	7%	8%	
-20%	11.25	7.55	5.68	4.57	3.83	3.30	2.90	25.00%
-25%	14.52	9.71	7.33	5.90	4.94	4.25	3.74	33.33%
-30%	17.98	12.07	9.07	7.31	6.12	5.27	4.63	42.86%
-35%	21.75	14.57	10.98	8.83	7.39	6.37	5.60	53.85%
-40%	25.83	17.28	13.02	10.47	8.77	7.55	6.64	66.67%
-45%	30.15	20.22	15.22	12.25	10.26	8.84	7.77	81.82%
-50%	35.00	23.44	17.67	14.21	11.90	10.25	9.01	100%

This is a hypothetical example for illustrative purposes only. It does not reflect a specific annuity, an actual account value or the performance of any investment.

A New Perspective



**"With the dramatic declines in the financial markets, the value of guaranteed investment products has never been more apparent...
The dependable, guaranteed stream of retirement income that annuities provide to people later in life is being noticed at the highest levels."**

Source: Government Accountability Office
Strategic Plan, 2007-2012, pp. 43-44, 120.

Plan for a bright future

- **Help protect what you have**
- **Work with a financial professional to create and implement a plan**
- **Incorporate guaranteed retirement income**



**THANK
YOU!**

Investors should consider the contract and the underlying portfolios' investment objectives, risks, charges and expenses carefully before investing. This and other important information is contained in the prospectus, which can be obtained from your financial professional. Please read the prospectus carefully before investing.

This material was prepared to support the marketing of variable annuities. Prudential, its affiliates, its distributors and their respective representatives do not provide tax or legal advice. Any tax statements contained herein were not intended to be used for the purpose of avoiding U.S. federal, state or local tax penalties. Please consult your own advisor as to any tax or legal statements made herein.

A variable annuity is a long-term investment designed to create guaranteed income in retirement. Investment returns and the principal value of an investment will fluctuate so that an investor's units, when redeemed, may be worth more or less than the original investment. Withdrawals or surrenders may be subject to contingent deferred sales charges. Withdrawals and distributions of taxable amounts are subject to ordinary income tax and, if made prior to age 59 ½, may be subject to an additional 10% federal income tax penalty. Withdrawals, other than from IRAs or employer retirement plans, are deemed to be gains out first for tax purposes. Withdrawals can reduce the account value and the living and death benefits.

Your needs and suitability of annuity products and benefits should be carefully considered before investing.

Because qualified retirement plans, IRAs and variable annuities offer a tax-deferral feature, you should carefully consider the other features, benefits, risks, and costs associated with a variable annuity before purchasing one in either a qualified plan or IRA. Before purchasing a variable annuity, you should take full advantage of your 401(k) and other qualified plans.

Annuity contracts contain exclusions, limitations, reductions of benefits and terms for keeping them in force. Your licensed financial professional can provide you with complete details.

Optional living benefits may not be elected in conjunction with certain optional benefits. Optional benefits have certain investment, holding period, liquidity, and withdrawal limitations and restrictions. The benefit fees are in addition to fees and charges associated with the basic annuity.

The benefit payment obligations arising under the annuity contract guarantees, rider guarantees, or optional benefits and any fixed account crediting rates or annuity payout rates are backed by the claims-paying ability of the issuing insurance company. Those payments and the responsibility to make them are not the obligations of the third party broker/dealer from which this annuity is purchased or any of its affiliates. They are also not obligations of any affiliates of the issuing insurance company. None of them guarantees the claims-paying ability of the issuing insurance company.

All guarantees, including optional benefits, do not apply to the underlying investment options.

Variable annuities are issued by Pruco Life Insurance Company (in New York, Pruco Life Insurance Company of New Jersey), Newark, NJ and distributed by Prudential Annuities Distributors, Inc., Shelton, CT. All are Prudential Financial companies and each is solely responsible for its own financial condition and contractual obligations. Prudential Annuities is a business of Prudential Financial, Inc.

Prudential Annuities, Prudential, the Prudential logo, the Rock symbol and The Retirement Red Zone are registered service marks of Prudential Financial, Inc. and its related entities.

© 2011 The Prudential Insurance Company of America

Slide 16

0168982-00008-00 ED. 05/2011

[PPR WO#273903]

