

NEWS RELEASE



For Immediate Publication

PRUDENTIAL RECOGNISED AS ONE OF THE COUNTRY'S MOST TRUSTED BRANDS

*Reader's Digest Trusted Brands Awards reaffirms Prudential's trustworthiness and
commitment*

Kuala Lumpur, May 20, 2010 – Leading insurer Prudential Assurance Malaysia Berhad (PAMB) has been named one of the most trusted brands in Malaysia at the recent Reader's Digest Trusted Brands Awards, winning the Gold award for the insurance category for the third consecutive year.

Commenting, Charlie Oropeza, Chief Executive Officer of PAMB said: "We are extremely honoured to receive this award, not only because it gives the Prudential brand a prestigious status, but more importantly it reflects the customers' trust in us to help them plan a financially secure future. Without a doubt, trust is one of the most valuable elements in our business. Even though we operate in a very competitive industry today, it is very gratifying to know that we are high up on the list amongst our customers."

"It also feels good to know that our commitment to always listen to and understand our customers' needs and to look after their financial wellbeing over the long term, have been acknowledged."

Oropeza also recognised and thanked the company's employees and agency force throughout Malaysia for doing a really good job in representing Prudential. "To us, this third year of recognition is really a tribute to them for a job well done. No doubt that this award will motivate our staff and agency force to serve our customers even better," he added.



Now in its 12th year, the Reader's Digest Trusted Brands survey is carried out in eight markets across Asia (China, Malaysia, Hong Kong, India, Philippines, Singapore, Taiwan, and Thailand) to determine the brands most trusted by consumers in 43 different product and service categories.

"For over a decade, the survey has defined the standard for measuring brand performance in Asia through a simple and straight-forward mechanism – by asking consumers which brands they trust the most. Winning a Reader's Digest Trusted Brands Award is (therefore) the ultimate seal of consumer approval. These winning brands are the first choices of consumers – they have proven their trustworthiness and their commitment to quality, value, innovation, social responsibility and to answering consumers' everyday needs," said Gwen Loong, Group Advertising Director for Reader's Digest Asia.

Receiving the Reader's Digest Trusted Brands Awards is double the joy for PAMB as the leading insurer also recently received the BrandLaureate Brand Specialty Awards 2009–2010 for Best Brand Management. "Winning the BrandLaureate award is a notable testimony of our brand's success and an acknowledgement of Prudential's value, strength and character," Oropeza said.

The BrandLaureate Awards was conceptualised to honour brand excellence amongst the best of brands in Malaysia and the world. It is awarded to deserving brands from multinationals, public-listed and government-linked companies that have shown best practices in branding and met the stringent selection criteria of the Asia Pacific Brands Foundation (APBF).

In addition to the Reader's Digest Trusted Brands Award and the BrandLaureate Brand Specialty Award, PAMB was also presented with the Keris Award 2009 by the Asia Pacific International Honesty Enterprise earlier this year. The Keris Award recognises organisations that have achieved excellence in their respective industries and have upheld integrity and honesty in their operations.

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About Prudential Assurance Malaysia Berhad

Prudential Assurance Malaysia Berhad (PAMB) was established in Malaysia in 1924. For the financial year ended 2009, it achieved a record RM817 million in new business annual premium equivalent (APE), representing a 24% growth on 2008. This new business APE comprised retail Life Insurance sales and Takaful contributions. Takaful products distributed by PAMB are underwritten by Prudential BSN Takaful Berhad.

As an innovative leading insurer, PAMB serves the savings, protection and investment needs of Malaysians by offering a full range of financial solutions through its 41 branches nationwide. With the backing of 700 employees and over 11,000 agents and Wealth Planners, it is committed to helping people achieve their hopes and dreams for a brighter and financially secure future.

PAMB is part of Prudential plc of the United Kingdom. Established in London in 1848, Prudential plc is one of the world's leading retail financial services groups. It provides insurance and financial services through its 4 main business units throughout the world. Prudential plc has been in existence for over 160 years, and has 25 million customers worldwide and £290 billion in assets under management as at 31 December 2009. With life and fund management operations in 13 Asia markets, Prudential is currently the region's leading Europe-based life insurer in terms of market coverage and number of top-three market positions, and a leading regional fund manager.

Prudential plc is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America.

This news release is issued by Perception Management Sdn Bhd on behalf of Prudential Assurance Malaysia Berhad. For more information please contact Kelvin Boey or Era Natasha at Perception Management on tel: 03-4256-2834/35 OR email at kelvin@perceptionmanagement.com.my / era@perceptionmanagement.com.my