



PRESS RELEASE

Toxin Alerting Building Systems, LLC completes installation of Chemical and Radiological Protection Platform for Prudential Financial

New York —March 23, 2009—Toxin Alerting Building Systems LLC has completed the installation of its state-of-the-art chemical and radiological detection, identification and isolation system in the global headquarters for Prudential Financial, Inc. [NYSE: PRU] in Newark, NJ.

“We are honored to have been chosen to help Prudential’s Facilities Management Department protect the company’s headquarters from chemical and radiological threat. Our team has worked assiduously for more than two years assembling a system that rapidly detects and identifies toxins, triggering pre-planned automatic and near instantaneous response to incidents of this nature. Through enhanced control of air handling systems, we are able to protect the employees and building assets of clients like Prudential,” said Charles Maikish, CEO of Toxin Alerting Buildings Systems LLC.

“Prudential is committed to the safety and security of our employees,” said Robert C. Golden, executive vice president and head of Corporate Operations & Systems at Prudential. “The installation of the Building Sentry One System reduces the risk of threats to workplace air quality.”

With the completion of the installation, Prudential’s headquarters will be monitored for toxins, detection of which will trigger a predetermined set of Concept of Operations (CONOPS), specific to the type and concentration of the toxin, to appropriately secure Prudential’s employees, buildings, and corporate assets.

About Toxin Alerting Building Systems LLC (TABS)

Toxin Alerting Building Systems, LLC. is a New York City-based partnership between Unity International Group owner Peter Striano and Charles Maikish, former head of The World Trade Center and the Lower Manhattan Construction Command Center. The company was founded in 2007 to respond to private industry’s need to react to terroristic and accidental release of chemical and radiological toxins in a manner that can be coordinated with municipal, state and federal agencies and first responders to protect employees in their workplaces (continued).



--PAGE 2 of 2--

(Continuing) The centerpiece of TABS' system is Building Sentry One™, a product of Building Protection Systems, Inc., a San Francisco based company. The Building Sentry One™ is a complete, DHS Designated QATT (Qualified Anti-Terrorist Technology) system that incorporates proven sensor technology with a failsafe control system to provide early detection of the toxic chemicals and radioactive isotopes identified by government agencies as the most likely to be weaponized. Upon detection, the Building Sentry One™ manipulates a building's Building Management System (BMS) to isolate the toxins close to the point of entry. In parallel, the Building Sentry One™ transmits detection data to Toxin Alerting Building Systems Remote Monitoring Center where the company's proprietary Post Incident Information Management System to automatically react according to site-specific protocols including instant notification and continued real-time information dissemination to first responders to expedite a safe building rescue. When appropriate, abatement through military grade filtration is activated, clearing sealed sections of the HVAC system and providing an improved manageability and containment of the toxic substances within the sealed filter chamber.

About Prudential Financial

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$558 billion of assets under management as of December 31, 2008, 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 approximately 50 million 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, investment management, and real estate services. For more information, please visit <http://www.news.prudential.com/>.

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