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Movers & Shakers
Member News MAY 2009

STEPHEN FAIRN NAMED TO SENIOR INTERNATIONAL OPERATIONS ROLE



As emerging markets force businesses to quickly adapt to global opportunities, Prudential Real Estate and Relocation Services, Inc. is focused on delivering best-in-class solutions to help them achieve their goals of deploying talent successfully. The company's new management strategy for its international operations, announced today, is designed to help companies better manage their relocation programs in this increasingly competitive market.

Relocation industry veteran Stephen Fairn has been named senior vice president of International Operations, Prudential Real Estate and Relocation Services. Fairn, who will report to company president Earl Lee, is charged with the global integration of its service delivery teams.

"Our goal is to ensure that our business and operational functions are aligned to meet our clients' needs," said Lee. "As a global provider of real estate and relocation services, we recognize the value and importance of delivering a common experience to our clients, and their employees on assignment."

Lee added, "Fairn's relocation experience and insights are invaluable to helping us build on our commitment of implementing sound corporate governance and risk management practices across the diverse marketplaces where our clients do business."

To enhance our customer service capabilities, Prudential Real Estate and Relocation Service's international operations have been grouped into three geographic regions: Asia Pacific (APAC), Europe, Middle East and Africa (EMEA), and International Operations in the Americas.

Additionally, the company is in the process of:

- Creating an integrated, cross-regional management team to identify best practices that can be applied more broadly across all regions for the benefit of our clients and their employees on assignment;
- Realigning our key operational roles to ensure clarity of organizational structure in supporting our clients and their assignees across the globe; and
- Establishing a single set of values and objectives for our international platforms in the Americas, EMEA and APAC to focus our efforts to deliver a consistent service across our operations.

"In today's information age, strategically leveraging technology to improve the client experience is an important differentiator for our business and one that will position Prudential Real Estate and Relocation Services favorably for the long term," said Fairn. "Deploying a single platform of technology worldwide allows us to offer clients seamless access to the information and services we provide to them no matter where they are in the world."

Fairn has more than 17 years experience in the HR outsourcing and relocation industries and a wealth of knowledge about the international relocation market, developing business strategies and managing international teams. Prior to his current position, Fairn worked at the Ceridian Corporation and Interdean Interconnex.

Prudential Real Estate and Relocation Services, Inc. is Prudential's integrated real estate brokerage franchise and relocation services business. Prudential Real Estate franchises are independently owned and operated. Prudential Real Estate is one of the largest real estate brokerage franchise networks in North America, with nearly 1,940 franchise offices and approximately 62,000 sales professionals in the franchise Network as of December 31, 2008. Prudential Relocation provides comprehensive global relocation services to Fortune 500 corporations worldwide. With locations in the United States, Canada, United Kingdom, France, Hong Kong, Singapore, and China, Prudential Relocation – which operates as Pricoa Relocation in Asia and Europe – offers a broad menu of services critical to the relocation of clients' employees.

Prudential Financial, Inc. (NYSE: PRU - News), 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/>.