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PRUDENTIAL

Prudential plc

英國保誠有限公司*

(Incorporated and registered in England and Wales under the number 01397169)

(Stock code: 2378)

SCRIP DIVIDEND REFERENCE PRICE

Prudential plc announces that the reference price for the fully paid extra shares to be issued to shareholders who elect to receive the scrip dividend alternative for the 2010 interim dividend is **569.3 pence** per share.

The reference price is calculated as the average of the middle market quotations for the Company's shares as derived from the Daily Official List of the London Stock Exchange for five business days, which commenced on 18 August 2010.

Further details on the scrip dividend alternative can be found on our website:

http://www.prudential.co.uk/prudential-plc/investors/shareholder_services/dividendinfo/scripdividend/

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Group Secretariat

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NOTE:

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.

By order of the Board
Prudential plc
Margaret Ann Coltman
Company Secretary

25 August 2010, Hong Kong

As at the date of this announcement, the Board of Directors of Prudential plc comprises:

Executive Directors

Cheick Tidjane Thiam (*Group Chief Executive*)

Nicolaos Andreas Nicandrou ACA

Robert Alan Devey

Clark Preston Manning Jr. FSA MAAA

Michael George Alexander McLintock

Barry Lee Stowe

Independent Non-executive Directors

Harvey Andrew McGrath (*Chairman*)

Keki Bomi Dadiseth FCA

Michael William Oliver Garrett

Ann Frances Godbehere FCGA

Bridget Ann Macaskill

Kathleen Anne O'Donovan ACA

James Hood Ross

Lord Andrew Turnbull KCB CVO

* For identification purpose