



For Immediate Release 20 March 2006

PRUDENTIAL PLC BOARD STATEMENT

The Board of Prudential plc notes the announcement by Aviva plc this morning regarding its unsolicited and unwelcome proposal.

The Board of Prudential reaffirms its rejection of Aviva's proposal.

Sir David Clementi, Chairman of Prudential, commented:

"Last week's strong results demonstrate the positive momentum of Prudential's businesses and the exciting prospects evident under our new management team. The potential of our high growth, high margin businesses is tremendous and distinctive.

"A combination with Aviva would dilute the benefits of this growth for our shareholders. The Board does not believe the proposal is in the interests of Prudential shareholders."

-ENDS-

Enquiries:

Prudential plc

Jon Bunn 020 7548 3559 (office) / 07808 632167 (mobile)
James Matthews 020 7548 3561 (office) / 07901 648153 (mobile)

Brunswick

Mike Smith 020 7404 5959
Kate Holgate 020 7404 5959

Notes to editor:

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News release

Group Communications
Prudential plc

Laurence Pountney Hill London EC4R 0HH Tel 020 7220 7588 Fax 020 7548 3725

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Prudential plc is a holding company, subsidiaries of which are authorised and regulated by the Financial Services Authority.

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A disclosure table, giving details of the companies in whose "relevant securities" "dealings" should be disclosed, and the number of such securities in issue, can be found on the Takeover Panel's website at www.thetakeoverpanel.org.uk.

"Interests in securities" arise, in summary, when a person has long economic exposure, whether conditional or absolute, to changes in the price of securities. In particular, a person will be treated as having an "interest" by virtue of the ownership or control of securities, or by virtue of any option in respect of, or derivative referenced to, securities.

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