



For Immediate Release
Contact: Rebecca Milot-Bradford
970.824.1974
membership@dmecc.org

Prudential Becomes Platinum Sponsor of DMEC, Increases Support of Employer Education About Disability and Absence Management

San Diego, California. December 4, 2009— In order to provide employers with the resources they need to keep valuable employees at work, Prudential has announced that it will increase its sponsorship of the Disability Management Employer Coalition (DMEC) to the Platinum level.

With the three leading causes of disability claims costing businesses in North America an estimated \$242 billion per year, employers are looking for ways to manage these costs. DMEC is the leading developer of integrated disability management strategies for employers.

Kimberly Mashburn, Vice President, Strategic Partnerships at Prudential, will serve on DMEC's Executive Advisory Board, which functions to support the strategic direction and development of DMEC. As one of DMEC's Platinum sponsors, Prudential will play a lead role in the organization's key programs, research and conferences, including its Behavioral Risk in the Workplace conference in April and its 15th Annual International conference in August.

"We are so pleased to have Prudential upgrade to a Platinum level sponsor of DMEC. It's the participation and support of industry leaders like Prudential that have made DMEC so successful over the years.," says Marcia Carruthers, CPDM, President and CEO of DMEC.

About DMEC

The Disability Management Employer Coalition (DMEC) is a non-profit organization that provides educational resources to employers in the areas of disability, absence, health, and productivity. The primary goal of DMEC is to assist employers in developing cost-saving programs, encouraging responsive market products, and returning employees to productive employment. Visit www.dmecc.org for more information about educational publications and events.

About Prudential

Prudential's Group Insurance business manufactures and distributes a full range of group life, long-term and short-term group disability, long-term care, and corporate and trust-owned life insurance in the U.S. to institutional clients primarily for use in connection with employee and membership benefits plans. Group Insurance also sells accidental death and dismemberment and other ancillary coverages and provides plan administrative services in connection with its insurance coverages. For more information, please visit <http://www.news.prudential.com/>.