

# press release

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**Pru Life UK takes first quarter top producers to Beijing.** The country's lone British insurer Pru Life UK recently held its PruStart 2013 in Beijing, China. PruStart is Pru Life UK's annual incentive trip for its top performing financial advisers for the first quarter of the year based on net annualized premium and persistency.

The cream of the crop of the company's agency force made the rounds of world-famous destinations such as The Great Wall of China, Tian An Men Square and the Forbidden City.

The group also visited 2008 Olympics venues - the Bird's Nest and the Water Cube. A recognition dinner was held during the trip's last night, a gesture of appreciation for the efforts

of the financial advisers to further the company's mission of financial security for every Filipino family.

*Established in 1996, Pru Life UK is a subsidiary of British financial services giant Prudential plc. Pru Life UK is the pioneer and current market leader of unit-linked or investment-linked life insurance products, and is one of the first life insurance companies approved to market US dollar-denominated unit-linked policies in the country. Pru Life UK is a life insurance company and is not engaged in the business of selling pre-need plans.*

*Prudential plc is a United Kingdom-registered company. Its regional headquarters, Prudential Corporation Asia, is based in Hong Kong.*

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