

# Prudential Financial Services Fund

6/30/2010



**Class A and B shares**



**Class C and Z shares**

**Morningstar Overall Rating™ out of 107 Financial funds, as of 6/30/2010.**

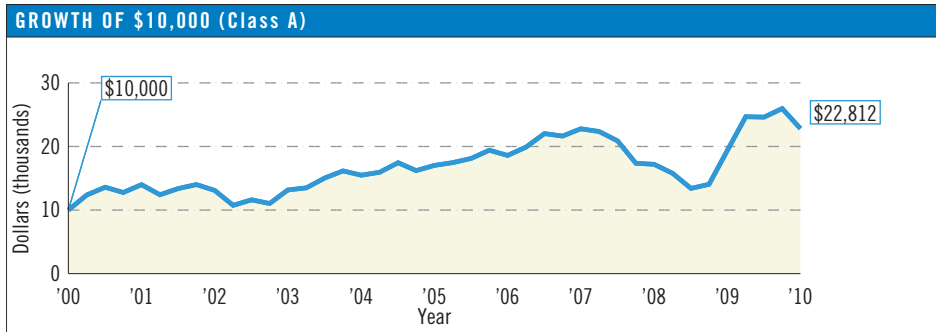
Morningstar measures risk-adjusted returns. The overall rating is a weighted average based on the Fund's 3-, 5-, and 10-year star rating.†

The Fund seeks long-term capital appreciation by investing in the equity securities of financial services companies worldwide.

LARGEST STOCK HOLDINGS (% OF ASSETS)		
1	National Bank of Canada	4.3%
2	UBS	4.2%
3	Standard Chartered	4.2%
4	BNP Paribas	4.1%
5	DnB NOR	4.0%
6	Itau Unibanco Banco Multiplo	3.9%
7	Toronto-Dominion Bank	3.8%
8	Bank of Nova Scotia	3.7%
9	Dah Sing Banking Group	3.6%
10	Bangkok Bank	3.5%
<b>Top Ten Of 46</b>		<b>39.3%</b>

GEOGRAPHIC CONCENTRATION (% OF ASSETS)		
24.4%	United States	
11.7%	Canada	
11.3%	United Kingdom	
10.0%	Switzerland	
7.0%	France	
4.2%	Japan	
4.0%	Norway	
3.9%	Brazil	
22.5%	Other	
1.0%	Cash & Equivalents	

LARGEST INDUSTRIES (% OF ASSETS)		
1	Banks	57.0%
2	Insurance	15.8%
3	Capital Markets	14.0%
4	Diversified Financials	7.6%
5	Thrifths & Mortgage Finance	2.0%



CALENDAR YEAR RETURNS (CYR) REPRESENT A FULL YEAR'S PERFORMANCE (%) (Class A)										
Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Fund	34.89	-1.49	-13.30	29.57	15.99	3.89	21.53	-5.22	-35.78	83.61
<b>MSCI World Financials ex-Real Estate Index</b>										
Benchmark†	10.65	-17.04	-16.75	38.86	16.32	11.11	22.21	-8.64	-54.58	30.93

Past performance does not guarantee future results. Graph and CYR do not include the effects of sales charges and reflect reinvestment of all distributions. If sales charges were included, returns would have been lower. Holdings/sectors may vary. The holdings listed should not be considered a recommendation to buy or sell any security listed.

The Fund may not be appropriate for all investors. Investing in a specific sector makes the fund nondiversified, thereby increasing its vulnerability to any single economic, political, or regulatory developments, which will have a greater impact on the Fund's return. The Fund may invest in: foreign securities, which are subject to currency fluctuation and political uncertainty; short sales, which involve costs and the risks of potentially unlimited losses; and derivative securities, which may carry market, credit, and liquidity risks. These risks may result in greater share price volatility. There is no assurance the Fund's objective will be achieved.

## STYLE

Sector

## FUND FACTS

Class	NASDAQ	CUSIP	Assets (\$mil)
A	PFSAX	74441P106	84
B	PUFBX	74441P205	9
C	PUFCX	74441P304	23
Z	PFSZX	74441P403	18
<b>Total Net Assets</b>			<b>134</b>

## FUND STATISTICS

Average Weighted Market Cap (\$mil)	<b>38,503.6</b>
Beta (3 year)	<b>0.75</b>
Standard Deviation (3 year)	<b>28.14</b>
Turnover Ratio (12-month %)	<b>109</b>

## PORTFOLIO MANAGEMENT

Subadviser

Wellington Management Company, LLP

Portfolio Manager

Mark Lynch

## IS THIS FUND FOR YOU?

This Fund may be suitable for investors who:

- Seek to benefit as the "baby boomer" generation needs to plan for and fund their retirement
- Seek the growth potential associated with investing in financial stocks
- Seek capital appreciation and can withstand the volatility associated with sector investing

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AVERAGE ANNUAL TOTAL RETURNS (%) As Of 6/30/2010							
Total Returns (Without Sales Charges)							
Share Class	YTD	1-Year	3-Year	5-Year	10-Year	SI	Inception Date
Class A	-7.33	17.90	0.05	6.03	8.60	6.91	06/30/1999
Class B	-7.57	17.12	-0.66	5.26	7.80	6.12	06/30/1999
Class C	-7.57	17.12	-0.66	5.26	7.80	6.12	06/30/1999
Class Z	-7.10	18.42	0.36	6.32	8.90	7.19	06/30/1999
SEC Standardized Returns (With Sales Charges)							
Class A	—	11.41	-1.82	4.83	7.98	6.36	06/30/1999
Class B	—	12.12	-1.48	5.12	7.80	6.12	06/30/1999
Class C	—	16.12	-0.66	5.26	7.80	6.12	06/30/1999
Class Z	—	18.42	0.36	6.32	8.90	7.19	06/30/1999
MSCI World Financials ex-Real Estate Index							
Benchmark <sup>†</sup>	-12.59	6.13	-22.77	-7.88	-2.15	-1.79	06/30/1999

Past performance does not guarantee future results, and current performance may be lower or higher than the past performance data quoted. The investment return and principal value will fluctuate, and shares, when sold, may be worth more or less than the original cost. For the most recent month-end performance, visit our website at [www.prudentialfunds.com](http://www.prudentialfunds.com). Maximum sales charges: Class A, 5.5%; Class B, 5.0%; Class C, 1.0%. Gross operating expenses: Class A, 1.66%; Class B, 2.36%; Class C, 2.36%; Class Z, 1.36%. Gross operating expenses include dividends paid on stocks sold short, which are required to be disclosed as an expense ("dividend expense on short sales"). This expense will be substantially offset by market value gains on the day the dividends are announced. Without the inclusion of dividend expense on short sales, the expense ratios would be Class A, 1.56%; Class B, 2.26%; Class C, 2.26% and Class Z, 1.26%.

Source: Prudential Investment Management, Inc. (PIM) and Lipper Inc. Source of Sector classification: S&P/MSCI. Please read the Fund's current prospectus for more detailed information regarding sales charge structure. Total return describes the return to the investor after net operating expenses but before any sales charges are imposed. SEC standardized return describes the return to the investor after net operating expenses and maximum sales charges are imposed. All returns assume share price changes as well as the compounding effect of reinvested dividends and capital gains. Returns may reflect fee waivers and/or expense reimbursements. Without such, returns would be lower. All data is unaudited and subject to change.

<sup>†</sup>MSCI World Financials ex-Real Estate Index is an unmanaged, cap-weighted index that monitors the performance of financial stocks from around the world. This index excludes real estate. An investment cannot be made directly in an index.

**Average weighted market cap** is the average market capitalization of stocks in a fund, each weighted by its proportion of assets. **Beta** measures a fund's sensitivity to changes in the overall market relative to its benchmark. **Standard deviation** depicts how widely returns vary around its average and is used to understand the range of returns most likely for a given fund. A higher standard deviation generally implies greater volatility. **Turnover** is the rate of trading in a portfolio, higher values imply more frequent trading. Due to data availability, statistics may not be as of the current reporting period.

‡The Morningstar Rating may not be customarily calculated based on adjusted historical returns. If so, this investment's independent Morningstar Rating metric is compared against the retail mutual fund universe breakpoints to determine its hypothetical rating for certain time periods. The Fund's Class A 3-, 5-, and 10-year ratings are 4 stars out of 107 funds, 5 stars out of 101 funds, and 4 stars out of 68 funds, respectively. The Fund's Class B 3-, 5-, and 10-year ratings are 4 stars out of 107 funds, 5 stars out of 101 funds, and 4 stars out of 68 funds, respectively. The Fund's Class C 3-, 5-, and 10-year ratings are 5 stars out of 107 funds, 5 stars out of 101 funds, and 4 stars out of 68 funds, respectively. The Fund's Class Z 3-, 5-, and 10-year ratings are 5 stars out of 107 funds, 5 stars out of 101 funds, and 5 stars out of 68 funds, respectively. Other share classes may have different performance characteristics. Past performance does not guarantee future results. For each fund with at least a 3-year history, Morningstar calculates a Morningstar rating (based on a Morningstar risk-adjusted return measure that accounts for variation in a fund's monthly performance, including the effects of sales charges), placing more emphasis on downward variations and rewarding consistent performance. The top 10% of funds in each category receive 5 stars, the next 22.5% receive 4 stars, and the next 35% receive 3 stars (each share class is rated separately, which may cause slight variations in the distribution percentages). The overall Morningstar rating for a fund is derived from a weighted average of the performance figures associated with its 3-, 5-, and 10-year (if applicable) Morningstar rating metrics. The Fund was rated against U.S.-domiciled funds.

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Consider a fund's investment objectives, risks, charges, and expenses carefully before investing. The prospectus contains this and other information about the fund. Contact your financial professional for a prospectus and read it carefully before investing.

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