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Media Contact: Melanie Winograd
Marketing Specialist
314.392.0656
mwinograd@impactgrouphr.com

IMPACT Group Selected by Prudential Real Estate and Relocation Services / Pricoa Relocation as Primary Domestic and Global Relocation Supplier

SAINT LOUIS - March 2, 2011 – IMPACT Group, a woman-owned global career management firm, announced today that they have been selected by Prudential Real Estate and Relocation Services, Inc., a Prudential Financial, Inc. company, to become the primary Domestic and Global Relocation Transition Support provider for the organization’s Fortune 500 clients.

Prudential will introduce IMPACT Group as its primary supplier for new business beginning in the first quarter of 2011.

“We are very excited to be chosen as the primary relocation support supplier based on our extensive global capabilities and reach worldwide,” said Lauren Herring, President and CEO of IMPACT Group. “Prudential’s Fortune/Global 500 clients require extensive support before, during and long after their relocation. Our programs provide the necessary support to ensure productive, and most importantly, happy employees and accompanying families, no matter the relocation destination.”

As the primary supplier of Relocation Support programs, IMPACT Group will be supporting client policy by delivering a host of tailored programs that focus on the individual need for either career or acclimation support services. Transition services have long been connected to successful assignments by linking support to one of the top factors for failure: family resistance or unhappiness. In an era of four generations in the workplace, the single road warrior also requires more support than ever. The myriad of changing needs and dynamics associated with generational workforces and the continued growth of global assignments require an integrated policy that facilitates and uncovers these needs and sets a plan in place to deliver results in advance of, during and after the move.

IMPACT Group’s Relocation programs utilize one-on-one career consulting support coupled with proprietary technology to support the employee and family through a career-related move, both domestically and abroad.

About IMPACT Group:

As The Transition Expert, IMPACT Group has over two decades of experience in helping organizations manage every phase of the employee lifecycle. IMPACT Group specializes in providing superior career management support solutions for employees transitioning in, within and out of the organization. IMPACT Group combines one-on-one professional consulting with leading-edge proprietary technology to provide innovative, results-oriented programs, ranking it among Inc. Magazine’s Top 500 Fastest Growing Companies. Visit IMPACT Group online at: www.impactgrouphr.com

About Prudential Real Estate and Relocation Services

Prudential Real Estate and Relocation Services provides comprehensive global relocation services to Fortune 500 corporations worldwide. With locations in the United States, Canada, United Kingdom, France, Hong Kong, Singapore and China, Prudential Relocation –which operates as Pricoa Relocation in Asia and Europe – offers a broad menu of services critical to the relocation of clients' employees. These services include coordination of intra- and inter-country relocations, international assignment management, intercultural training, global business consulting, appraisal, inspection and sale of relocating employee's homes, equity advances to relocation employees, assistance in locating a home at the relocating employee's destination, global household goods moving services, client cost-tracking and a variety of relocation policy and group move consulting services.

About Prudential Financial

Prudential Financial, Inc. (NYSU:PRU), a financial services leader with approximately \$690 billion of assets under management as of June 30, 2010, has operations in the United States, Asia, Europe and Latin America. Prudential's diverse and talented employees are committed to helping individual and institutional clients grow and protect their wealth through a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds, investment management and real estate services. In the U.S., Prudential's iconic Rock symbol has stood for strength, expertise and innovation for more than a century. For more information, please visit: www.news.prudential.com.

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