

News Release



For Immediate Release

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Contact: Stephanie Highett/Richard
Sunderland/Will Henderson
FTI Consulting
+44 (0)20 7831 3113
PramericaREI@fticonsulting.com

Nellie Jeannin
Chargée de communication
Paris Inn Group
+33 (0)1 44 70 81 09
nellie.jeannin@paris-inn.com

Pramerica and Paris Inn Group form €60m joint venture to invest in Paris hotels and acquires first two assets

LONDON — Pramerica Real Estate Investors (“Pramerica”) and Paris Inn Group announce that they have formed a new joint venture company to invest in Paris hotels and that they have acquired the JV’s two first hotels for more than €30 million. The new Luxembourg based JV, Capital Inn S.à.r.l., has a total investment capacity of around €60 million. Pramerica is the European arm of the real estate investment and management business of Prudential Financial, Inc. (NYSE:PRU), which is headquartered in the United States.

The Paris hotel sector offers strong fundamentals and good potential to grow values. Recognising the widening gap between a supply-constrained, ageing hotel stock and clients’ increasing desire for higher-end products, the JV will target central and western Paris hotels that have the potential to meet this growing demand. The value creation strategy for each hotel involves improving operating performance through Paris Inn Group’s asset management expertise, coupled with selected refurbishment, which, in some cases, will lead to an upgrade in the hotel’s star rating. The initial portfolio includes two 3-star and 4-star hotels located in Paris and comprising more than 150 rooms.

Pramerica’s London-based Merchant Banking Group structured the investment on behalf of institutional investors in its PRECO IV fund.

“Due to consumer demand for modern product outstripping supply at present, the Paris hotel sector is one that we have identified as offering strong value potential. I am very pleased to be working on this investment with the well regarded and experienced teams of Paris Inn Group” said Philip Barrett, Managing Director of Pramerica. “We have a proven track record of investing successfully through JVs with local specialists across Europe. I am confident that this venture will be another excellent example of how this strategy can be applied to generate risk adjusted returns for our investors.”

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Paris Inn Group is an asset manager and investment advisor specialising in the independent hotel sector. Well established in Paris since 1923, as at 1 November 2011 the Paris Inn Group managed 23 three or four stars hotels through its commercial brand Book Inn France. Jean Bernard Falco, President of Paris Inn Group, added: "It is an honour for Paris Inn Group to be associated to the reputation, expertise and financial strength of Pramerica. Thanks to our respective knowledge and experience, this association will help us complete several high potential hotel projects linked to the dynamism of the greater Paris and generate value for our investors".

Notes to editors:

About Paris Inn Group

Paris Inn is a group specialized in investment advisory, project design and management, and hotels management. Established in the Paris hotel market for several generations, the company is led by Jean-Bernard and Céline Falco, was founded in 2000 and has 23 hotels under management. Manager, investor and hotel owner, Paris Inn group has a large operational expertise ranging from project development (due diligence and technical assistance), management (operational, financial, IT, HR, legal), to marketing (yield / revenue management, online marketing, web visibility enhancement) for their clients. For more information, visit <http://www.bookinnfrance.com/fr/group.html>

About Pramerica Real Estate Investors

Pramerica Real Estate Investors is a leader in the global real estate investment management business, offering a broad range of investment vehicles that invest in private and public market opportunities in the United States, Europe, the Middle East, Asia, Australia and Latin America. Headquartered in Parsippany, N.J., Pramerica has other offices in Atlanta, Chicago, Miami, New York, San Francisco, Lisbon, London, Luxembourg, Madrid, Munich, Paris, Abu Dhabi, Istanbul, Mexico City, Rio de Janeiro, Sao Paulo, Beijing, Hong Kong, Singapore, and Tokyo; as well as representatives in Milan and Zurich. As of June 30, 2011, Pramerica managed approximately \$48.2 billion in gross real estate assets (\$30.3 billion net) on behalf of more than 490 clients worldwide. For more information, visit <http://www.pramericarei.com>

About Pramerica

Pramerica is a trade name used by Prudential Financial, Inc., a company incorporated and with its principal place of business in the United States, and its affiliates in select countries outside the United States. PFI (NYSE: PRU), a financial services leader with approximately \$871 billion of assets under management as of September 30, 2011, has operations in the United States, Asia, Europe, and Latin America. PFI's diverse and talented employees are committed to helping individual and institutional customers 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., the company's iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. For more information, please visit <http://www.news.prudential.com/> PFI of the United States is not affiliated in any manner with Prudential plc, a company incorporated in the United Kingdom.

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