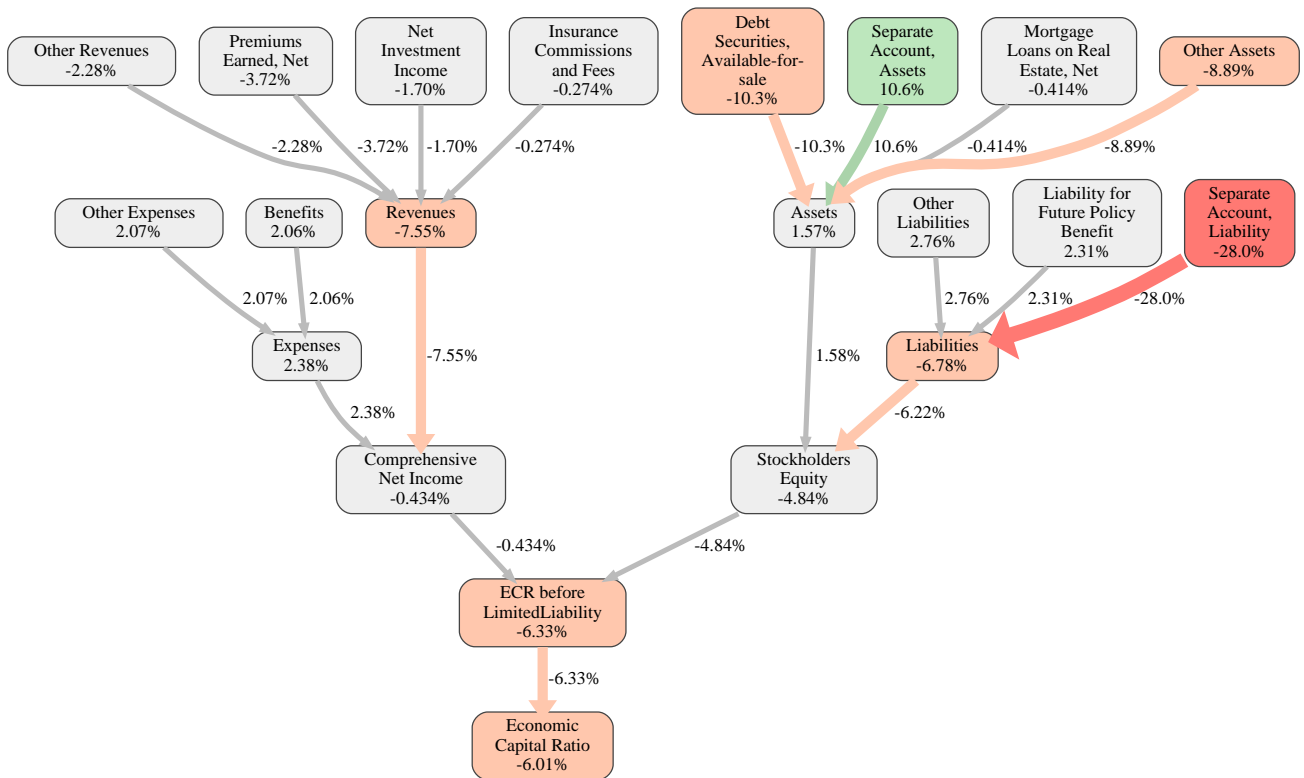




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LIFE INSURANCE 2012

Pruco LIFE Insurance CO Rank 31 of 31





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The relative strengths and weaknesses of Pruco LIFE Insurance CO are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Pruco LIFE Insurance CO compared to the market average is the variable Separate Account, Assets, increasing the Economic Capital Ratio by 11% points. The greatest weakness of Pruco LIFE Insurance CO is the variable Separate Account, Liability, reducing the Economic Capital Ratio by 28% points.

The company's Economic Capital Ratio, given in the ranking table, is 19%, being 6.0% points below the market average of 25%.

Input Variable	Value in 1000 USD
Benefits	814,796
Debt Securities, Available-for-sale	5,552,393
Insurance Commissions and Fees	0
Liability for Future Policy Benefit	5,294,308
Mortgage Loans on Real Estate, Net	1,406,492
Net Investment Income	439,950
Other Assets	11,729,891
Other Compr. Net Income	30,861
Other Expenses	1,425,929
Other Liabilities	10,130,445
Other Net Income	0
Other Revenues	1,617,312
Premiums Earned, Net	72,787
Separate Account, Assets	58,156,771
Separate Account, Liability	58,156,771

Output Variable	Value in 1000 USD
Liabilities	73,581,524
Assets	76,845,547
Expenses	2,240,725
Revenues	2,130,049
Stockholders Equity	3,264,023
Net Income	-110,676
Comprehensive Net Income	-79,815
BaseVar	77,414,353
ECR before LimitedLiability	2.1%
Economic Capital Ratio	19%