

SERFF Tracking Number: PRUD-126302555 State: Arkansas
 Filing Company: Pruco Life Insurance Company State Tracking Number: 43499
 Company Tracking Number: GROUP FILING 9/14/09 A156314 AR PRU
 TOI: A03I Individual Annuities - Deferred Variable Sub-TOI: A03I.002 Flexible Premium
 Product Name: Group Filing 9/14/09 A156314 AR PRU
 Project Name/Number: Group Filing 9/14/09 A156314 AR PRU/Group Filing 9/14/09 A156314 AR PRU

Filing at a Glance

Company: Pruco Life Insurance Company

Product Name: Group Filing 9/14/09 A156314 AR PRU SERFF Tr Num: PRUD-126302555 State: Arkansas

TOI: A03I Individual Annuities - Deferred Variable SERFF Status: Closed-Filed-Closed State Tr Num: 43499

Sub-TOI: A03I.002 Flexible Premium Co Tr Num: GROUP FILING 9/14/09 A156314 AR PRU State Status: Filed-Closed

Filing Type: Form

Author: Andrea Knazik

Reviewer(s): Linda Bird

Date Submitted: 09/14/2009

Disposition Date: 09/17/2009

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Group Filing 9/14/09 A156314 AR PRU
 Project Number: Group Filing 9/14/09 A156314 AR PRU
 Requested Filing Mode: Review & Approval
 Explanation for Combination/Other:
 Submission Type: New Submission
 Overall Rate Impact:
 Filing Status Changed: 09/17/2009

Status of Filing in Domicile: Not Filed
 Date Approved in Domicile:
 Domicile Status Comments:
 Market Type: Individual
 Group Market Size:
 Group Market Type:
 Explanation for Other Group Market Type:
 State Status Changed: 09/17/2009
 Created By: Andrea Knazik
 Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Andrea Knazik

Filing Description:

Please see cover letter in supporting doc. section.

Company and Contact

Filing Contact Information

William Bratton, Manager, Compliance

william.bratton@prudential.com

One Corporate Drive

203-402-1460 [Phone]

Shelton, CT 06484

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Filing Company Information

Pruco Life Insurance Company	CoCode: 79227	State of Domicile: Arizona
751 Broad Street	Group Code: 304	Company Type: Life
Newark, NJ 07102-3777	Group Name:	State ID Number:
(973) 802-6000 ext. [Phone]	FEIN Number: 22-1944557	

Filing Fees

Fee Required? No
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pruco Life Insurance Company	\$25.00	09/14/2009	30523052

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Company Tracking Number: GROUP FILING 9/14/09 A156314 AR PRU
TOI: A031 Individual Annuities - Deferred Variable Sub-TOI: A031.002 Flexible Premium
Product Name: Group Filing 9/14/09 A156314 AR PRU
Project Name/Number: Group Filing 9/14/09 A156314 AR PRU/Group Filing 9/14/09 A156314 AR PRU

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	09/17/2009	09/17/2009

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Disposition

Disposition Date: 09/17/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Actuarial Memo		No
Supporting Document	cover letter		Yes
Form	A1567314AR PRU		Yes

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Form Schedule

Lead Form Number: Group Filing 9/14/09 A156314 AR PRU

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	A1567314A	Advertising	A1567314AR PRU	Initial		0.000	IFS-A156314(08-09).pdf



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Prudential PremierSM Variable Annuities

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Products

Title	File Type	File Size
Prudential Premier B Series		(1122k)
Prudential Premier B Series NY		(1020k)
Prudential Premier L Series		(1122k)
Prudential Premier L Series NY		(1020k)
Prudential Premier X Series		(1122k)
Prudential Premier X Series NY		(1020k)
Strategic Partners Horizon		(248k)
Strategic Partners Horizon NY		(241k)

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Subaccounts

Title	File Type	File Size
Advanced Series Trust (AST)		(1650k)
Franklin Templeton VIP Founding Funds Allocation Fund		(237k)
ProFund VP Consumer Goods Portfolio		(1319k)
ProFund VP Consumer Services		(1319k)
ProFund VP Financials Portfolio		(1319k)
ProFund VP Health Care Portfolio		(1319k)
ProFund VP Industrials Portfolio		(1319k)
ProFund VP Large-Cap Growth Portfolio		(1319k)
ProFund VP Large-Cap Value Portfolio		(1319k)
ProFund VP Mid-Cap Growth Portfolio		(1319k)
ProFund VP Mid-Cap Value Portfolio		(1319k)
ProFund VP Real Estate Portfolio		(1319k)
ProFund VP Small-Cap Growth Portfolio		(1319k)
ProFund VP Small-Cap Value Portfolio		(1319k)
ProFund VP Telecommunications Portfolio		(1319k)
ProFund VP Utilities Portfolio		(1319k)

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[Advanced Series Trust First Trust Focus Four Plus Portfolio - Proxy Statement and Prospectus](#)

[Prudential Series Fund Asset Allocation Portfolios - Proxy Statement and Prospectus](#)

[Prudential Series Fund PIMCO High Yield Portfolio - Proxy Statement and Prospectus](#)

[Prudential Series Fund PIMCO Total Return Portfolio - Proxy Statement and Prospectus](#)

[Audit Committee Charter](#)

View this document to see the responsibilities of the Audit Committee of The Prudential Series Fund, Inc and the Advanced Series Trust.

[Compliance Committee Charter](#)

View this document to see the responsibilities of the Compliance Committee of The Prudential Series Fund, Inc and the Advanced Series Trust.

[Director/Trustees](#)

View this document for more information about the Directors of The Prudential Series Fund, Inc. and the Advanced Series Trust.

[Governance Committee Charter](#)

View this document to see the responsibilities of the Governance Committee of The Prudential Series Fund, Inc and the Advanced Series Trust.

[Proxy Voting Results](#)

Prudential Premier B, L and X Series are issued on form BLX/CRT (03/06)-01 et al or a state variation thereof.

Prudential Premier B Series - NY and Premier L Series - NY are issued on form BL/IND (3/06)-NY et al or a state variation thereof.
Prudential Premier X Series - NY is issued on form X/IND(3/06)-NY et al or a state variation thereof.

Strategic PartnersSM Horizon Annuity is issued on form Contract #MVA-2002 et al or a state variation thereof.

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Investors should consider the contract and the underlying portfolios' investment objectives, risks, charges, and expenses carefully before investing. This and other important information are in the prospectuses, which can be obtained on the [prospectus page](#) or from your financial professional. You should read the prospectuses carefully before investing.

Annuities are issued by Pruco Life Insurance Company (in New York by Pruco Life Insurance Company of New Jersey), both located in Newark, New Jersey and distributed by Prudential Annuities Distributors, Inc., Shelton, Connecticut. All are Prudential Financial companies and each is solely responsible for its own financial condition and contractual obligations.

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IFS-A156314 Ed. 08/2009

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Supporting Document Schedules

	Item Status:	Status Date:
Bypassed - Item: Flesch Certification		
Bypass Reason: n/a		
Comments:		

	Item Status:	Status Date:
Bypassed - Item: Application		
Bypass Reason: n/a		
Comments:		

	Item Status:	Status Date:
Satisfied - Item: cover letter		
Comments:		
Attachment:		
Cover letter Arakansas.pdf		

September 14, 2009

Arkansas Dept. Of Insurance

Re: **Advertising Materials:** Oklahoma Company # 378
Pruco Life Insurance Co. NAIC #79227

To Whom It May Concern:

On behalf of Pruco Life Insurance Co, wholly owned subsidiaries of The Prudential Insurance Company of America, and pursuant to applicable State requirements, I am enclosing the following advertising material(s):

**Material Title and Specific products
Or annuities referred to in the piece,
including in-force products no longer
being sold:**

Edition Date IFS #

Filings with Pruco Life Insurance Co.:

- | | | |
|--------------------------------|------|---------|
| 1. Premier INV Prospectus Page | 8/09 | A156314 |
|--------------------------------|------|---------|

Product Name and/or contract number: Prudential Premier B, L and X Series are issued on form BLX/CRT (03/06)-01 et al or a state variation thereof. Prudential Premier B Series - NY and Premier L Series - NY are issued on form BL/IND (3/06)-NY et al or a state variation thereof. Prudential Premier X Series - NY is issued on form X/IND(3/06)-NY et al or a state variation thereof. Strategic PartnersSM Horizon Annuity is issued on form Contract #MVA-2002 et al or a state variation thereof

Please let me know if you require any additional information.

Sincerely,

William Bratton
Manager, Compliance

Encl.