

News Release

Prudential Financial, Inc.
751 Broad Street
Newark, NJ 07102-3777
www.prudential.com

For Immediate Release

May 2, 2002

Contacts:

Karen Oliver Howell
973 802-8533

Karen.howell@prudential.com

Chantal Eshghipour
650 802-7740

investorrelations@cic.com

Keith M. Roberts

805 484-8855 ext. 130

roberts@interlinkelec.com

Prudential Automates Sales Process with New Technology Platform Using CIC's Electronic Signature Solution and Interlink's Electronic Pad

NEWARK, NJ — Prudential Financial, Inc. (NYSE:PRU) announced today that it is rolling out a new integrated technology platform that electronically provides appropriate forms and marketing materials to sales professionals and uses a solution by Communication Intelligence Corporation (NASDAQ:CICI) and an electronic pad by Interlink Electronics (NASDAQ:LINK) to enable clients to electronically sign forms and applications.

The new platform, called Prudential Electronic Application, automatically locates the proper applications, forms and rules required for each new business request based on the product involved and the geographic location of the customer. Once all necessary data is completed, the platform then allows agents to capture all necessary signatures electronically.

“Prudential is one of only a few companies in the financial services industry – and the only large company – that provides a comprehensive automatic system for new business,” said Thomas W. Crawford, president, Retail Distribution, Prudential U.S. Consumer Group. “Our implementation of this new technology is further proof that we are committed to using cutting edge technology to provide world class service and products for our customers and to support the sales process for our producers.”

Barbara Koster, chief information officer for Individual Life Insurance in Prudential Financial's US Consumer Group, pointed out that a six-month pilot last year showed that Electronic Application reduces the time it takes to complete a new application by two-thirds – from 60 minutes down to 20. “At first, we were unsure if our agents and customers would embrace this new way of doing business, but our experience has been very positive. Almost all of the agents – 93 percent – who participated in the pilot gave Electronic Application a favorable rating,” said Koster.

Currently, Prudential is using Electronic Application for its life products and the Command cash management account, and shortly will roll it out for mutual funds and annuities. It currently is approved for use in 36 states with regulatory approval expected in all 50 states.

(more)

The technology systems that comprise Prudential Financial's Electronic Application software include CIC's Sign-it® biometric electronic signature software and an ePad pen input device by Interlink Electronics, Inc.

“In transitioning to electronically-signed policies, Prudential has clearly positioned itself at the forefront of the financial services industry,” said E. Michael Thoben, chairman, CEO and president, Interlink Electronics Inc. “The integration of ePad into its Electronic Assistant sales software will allow agents to complete policy applications during the client interview--reducing processing costs, saving time, and assuring information accuracy.”

Guido DiGregorio, president and CEO of CIC, said, “Electronic commerce is growing exponentially, and online transactions are fueling a worldwide demand for electronic, handwritten signatures. Prudential Financial required a flexible solution that provides solid security and customer convenience. We are pleased that one of the largest financial services companies in the United States chose our technology to create legally binding electronically signed documents.”

Communication Intelligence Corporation (CIC) is the leading supplier of natural input and electronic signature solutions for wireless Internet and e-Commerce applications enabling the world with “The Power to Sign Online™”. The company's core software technologies include multilingual handwriting recognition systems, biometric signature verification, natural messaging, and operating system extensions that enable pen input. CIC is headquartered in Redwood Shores, California and has a joint venture, CICC, in Nanjing, China. For more information, please visit the CIC at <http://www.cic.com/>.

Interlink Electronics, Inc. (NASDAQ:LINK) is the world's leading developer of intuitive interface technologies and solutions for business and home applications. Innovative products include electronic signature solutions for B2B, point-of-sale and consumer applications, interactive remote controls for business communications and broadband home entertainment markets, and integrated interface solutions for specialty and consumer electronics products. Interlink Electronics maintains offices in Camarillo, California, Tokyo and Hong Kong, and is available online at <http://www.interlinkelectronics.com/>, or in Japan at <http://www.interlinkelec.co.jp/>.

Prudential Financial companies, with approximately \$590 billion in total assets under management and administration as of December 31, 2001, serve individual and institutional customers worldwide and include The Prudential Insurance Company of America, one of the largest life insurance companies in the U.S. These companies offer a variety of products and services, including life insurance, property and casualty insurance, mutual funds, annuities, pension and retirement related services and administration, asset management, securities brokerage, banking and trust services, real estate brokerage franchises and relocation services. For more information, visit <http://www.prudential.com/>.