

Award
NASD Dispute Resolution

In the Matter of the Arbitration Between:

Name of the Claimant

Mary S. Nelson, Individually
and as Owner and Beneficiary
of the Mary S. Nelson IRA

Case Number: 04-06261

Name of the Respondent

Prudential Equity Group, LLC,
f/k/a Prudential Securities
Incorporated

Hearing Site: Tampa, Florida

Nature of the Dispute: Customer vs. Member.

REPRESENTATION OF PARTIES

For Mary S. Nelson, Individually and as Owner and Beneficiary of the Mary S. Nelson IRA, hereinafter referred to as "Claimant": Scott C. Ilgenfritz, Esq., Johnson, Pope, Bokor, Ruppel & Burns, LLP, Tampa, Florida.

For Prudential Equity Group, LLC, f/k/a Prudential Securities Incorporated, hereinafter referred to as "Respondent": John S. Barr, Esq. and Anne B. McCray, Esq., McGuireWoods LLP, Richmond, Virginia.

CASE INFORMATION

Statement of Claim filed on or about: August 31, 2004.

Claimant signed the Uniform Submission Agreement: August 30, 2004.

Statement of Answer filed by Respondent on or about: November 15, 2004.

Respondent signed the Uniform Submission Agreement: November 29, 2004.

CASE SUMMARY

Claimant asserted the following causes of action: recommendations and purchases and sales of unsuitable investments; negligence and negligent supervision; breach of fiduciary duty; and, common law fraud. The causes of action relate to the purchase and sale of unspecified technology, telecommunication and new economy stocks in Claimant's accounts.

Unless specifically admitted in its Answer, Respondent denied the allegations made in the Statement of Claim and asserted various affirmative defenses.

RELIEF REQUESTED

Claimant requested compensatory damages in the \$500,000.00-\$1,000,000.00 range, including her out-of-pocket losses in excess of \$500,000.00, plus interest, punitive damages in an amount deemed appropriate by the arbitration panel, post-award interest at the Florida legal rate in effect

at the time of the Award, all costs of the arbitration proceeding, including filing fees, expert witness fees, and other costs, that Respondent be directed to pay all arbitrator expenses, and such other and further relief as the arbitration panel deemed just and proper.

Respondent requested that the Statement of Claim be dismissed and costs assessed against Claimant.

OTHER ISSUES CONSIDERED AND DECIDED

The parties have agreed that the Award in this matter may be executed in counterpart copies.

AWARD

After considering the pleadings, the testimony and evidence presented at the hearing, and the post-hearing submissions (if any), the undersigned arbitrators (the "Panel") have decided in full and final resolution of the issues submitted for determination as follows:

Claimant takes nothing by way of damages in this matter.

Respondent is liable and shall pay to Claimant the sum of \$375.00 representing reimbursement of the claim filing fee previously paid by Claimant to NASD Dispute Resolution.

Respondent is liable and shall pay to Claimant the sum of \$15,836.41 representing reimbursement of Claimant's costs incurred in this matter.

The parties did not submit to the arbitration panel the determination of attorneys' fees. Accordingly, the arbitration panel defers determination of entitlement to and amount of attorneys' fees to any court of competent jurisdiction.

Any and all claims for relief not specifically addressed herein, including Claimant's request for punitive damages, are denied.

FEES

Pursuant to the NASD Code of Arbitration Procedure (the "Code"), the following fees are assessed:

Filing Fees

NASD Dispute Resolution will retain or collect the non-refundable filing fees for each claim:

Initial claim filing fee	= \$375.00
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Member Fees

Member fees are assessed to each member firm that is a party in these proceedings or to the member firm(s) that employed the associated person(s) at the time of the event(s) giving rise to the dispute. In this matter, the member firm is a party.

Member surcharge	= \$2,250.00
Pre-hearing process fee	= \$750.00
Hearing process fee	= \$4,000.00

Adjournment Fees

Adjournments granted during these proceedings for which fees were assessed:

No adjournment fees were incurred in this matter.

Three-Day Cancellation Fees

Fees apply when a hearing on the merits is postponed or settled within three business days before the start of a scheduled hearing session:

No three-day cancellation fees were incurred in this matter.

Injunctive Relief Fees

Injunctive relief fees are assessed to each member or associated person who files for a temporary injunction in court. Parties in these cases are also assessed arbitrator travel expenses and costs when an arbitrator is required to travel outside his or her hearing location and additional arbitrator honoraria for the hearing for permanent injunction. These fees, except the injunctive relief surcharge, are assessed equally against each party unless otherwise directed by the Panel.

No injunctive relief fees were incurred in this matter.

Forum Fees and Assessments

The Panel has assessed forum fees for each session conducted. A session is any meeting between the parties and the arbitrator(s), including a pre-hearing conference with the arbitrator(s), that lasts four (4) hours or less. Fees associated with these proceedings are:

One (1) Pre-hearing session with a single arbitrator @ \$450.00	= \$450.00
Pre-hearing conference: June 30, 2005 1 session	
Two (2) Pre-hearing sessions with the Panel @ \$1,200.00	= \$2,400.00
Pre-hearing conferences: January 6, 2005 1 session	
August 5, 2005 1 session	
Seven (7) Hearing sessions @ \$1,200.00	= \$8,400.00
Hearing Dates: August 9, 2005 2 sessions	
August 10, 2005 2 sessions	
August 11, 2005 2 sessions	
August 12, 2005 1 session	

Total Forum Fees	= \$11,250.00
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The Panel has assessed the total forum fees of \$11,250.00 to Respondent.

Administrative Costs

Administrative costs are expenses incurred due to a request by a party for special services beyond the normal administrative services. These include, but are not limited to, additional copies of arbitrator awards, copies of audio transcripts, retrieval of documents from archives, interpreters, and security.

No administrative costs were incurred in this matter.

FEE SUMMARY

Claimant is solely liable for:

Initial Filing Fee	= \$375.00
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Total Fees	= \$375.00
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Less payments	= \$375.00
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Balance Due NASD Dispute Resolution	= \$0.00
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Respondent is solely liable for:

Member Fees	= \$7,000.00
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Forum Fees	= \$11,250.00
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Total Fees	= \$18,250.00
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Less payments	= \$7,000.00
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Balance Due NASD Dispute Resolution	= \$11,250.00
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All balances are payable to NASD Dispute Resolution and are due upon receipt pursuant to Rule 10330(g) of the Code.

ARBITRATION PANEL

Langfred W. White, Esq.	-	Public Arbitrator, Presiding Chair
Robert W. Kneeland	-	Public Arbitrator
Harris E. Bunkin	-	Non-Public Arbitrator

Concurring Arbitrators' Signatures

_____/S/_____
Langfred W. White, Esq.
Public Arbitrator, Presiding Chair

August 15, 2005
Signature Date

_____/S/_____
Robert W. Kneeland
Public Arbitrator

August 16, 2005
Signature Date

_____/S/_____
Harris E. Bunkin
Non-Public Arbitrator

August 15, 2005
Signature Date

August 17, 2005
Date of Service (For NASD Dispute Resolution office use only)

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Administrative Costs

Administrative costs are expenses incurred due to a request by a party for special services beyond the normal administrative services. These include, but are not limited to, a physical copy of arbitrator awards, copies of audio transcripts, retrieval of documents from archives, interpreters, and security.

No administrative costs were incurred in this matter.

FEE SUMMARY

Claimant is solely liable for:

Initial Filing Fee = \$375.00

Total Fees = \$375.00

Less payments = \$375.00

Balance Due NASD Dispute Resolution = \$0.00

Respondent is solely liable for:

Member Fees = \$7,000.00

Forum Fees = \$11,250.00

Total Fees = \$18,250.00

Less payments = \$7,000.00

Balance Due NASD Dispute Resolution = \$11,250.00

All balances are payable to NASD Dispute Resolution and are due upon receipt pursuant to Rule 10330(g) of the Code.

ARBITRATION PANEL

Langfred W. White, Esq.

Public Arbitrator, Presiding Chair

Robert W. Kneeland

Public Arbitrator


Harris E. Bunkin

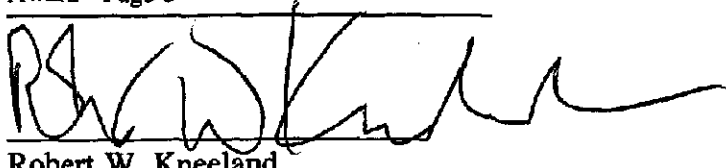
Non-Public Arbitrator

Concurring Arbitrators' Signatures



Langfred W. White, Esq.
Public Arbitrator, Presiding Chair


8/15/2005
Signature Date



Robert W. Kneeland
Public Arbitrator

8-16-05
Signature Date

Harris E. Bunkin
Non-Public Arbitrator

Signature Date

Date of Service (For NASD Dispute Resolution office use only)

Robert W. Kneeland
Public Arbitrator

Signature Date

Harris E. Bunkin

Harris E. Bunkin
Non-Public Arbitrator

8/15/05

Signature Date

Date of Service (For NASD Dispute Resolution office use only)