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For Immediate Release

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New York Life Hong Kong named “Caring Company” for eighth consecutive year

Builds on our core value of “Humanity” and fulfills our commitment to be “The Company You Keep”

Hong Kong, March 25, 2010 – Capitalizing on its people-oriented service philosophy, New York Life Insurance Worldwide Ltd. (New York Life Hong Kong) has been awarded the title of “Caring Company” by the Hong Kong Council of Social Service (HKCSS) for the eighth consecutive year. The award recognizes the company’s proactive support of community charity projects.

Anthony Mak, President and Chief Executive Officer of New York Life Hong Kong said, “New York Life has been growing with Hong Kong for over 20 years. Even against a backdrop of economic challenges over the past year, we spared no effort in working with community groups to provide support to the underprivileged, improve the well-being of our staff, and get involved in important environmental projects. It is a great honor to be awarded the “Caring Company” title by the HKCSS for eight years running. This award recognizes the exceptional work the company and all its staff and agents do to serve the community.”

During the first annual “Global Month of Service – Supporting Youth Worldwide” campaign launched by its headquarters last year, New York Life Hong Kong organized a design competition called “Quilt of a Hundred Families” to raise funds for the Yan Oi Tong Chong Sok Un Cancer Fund. The event won great support from the public and the competition received over 2,000 submissions from primary and secondary school students. The initiative motivated youngsters to think about care for the community, and brought hope and warmth to those suffering from cancer. In addition, the company fully supported various charitable causes organized by The Hong Kong Red Cross, The Community Chest, Po Leung Kuk and Crossroads Foundation.

New York Life Hong Kong emphasizes personal development, health and mental well-being to its staff. To help create an ideal working environment, the company launched a reward program to encourage staff to contribute ideas on areas where the company could improve. The company also organizes various value-added training sessions, interest classes and health activities in which staff can participate. We also carry out workstation risk assessments, offer a five-day working week, flexi-working hours, and paid paternity and examination leave.

As a life insurance company, we not only pledge to uphold financial strength and integrity, but also the core value of "Humanity". This core value enhances our staff's well-being, which has a knock-on effect to community harmony, and helps towards realizing our vision to be "The Company You Keep". Anthony added.

The HKCSS established the Caring Company Scheme to recognize organizations that demonstrate a caring spirit. New York Life Hong Kong is awarded the Caring Company Logo for satisfying criteria under the following categories:

- Volunteering – encouraging and supporting employee volunteering
- Employee friendly – providing an employee-friendly and gender-sensitive environment
- Employing the Vulnerable – willing to employ people with physical or mental disabilities and re-trainees
- Giving – providing funds or "in-kind" donations to non-profit making charitable organizations

New York Life was recently named No.1 in Fortune Magazine's "World's Most Admired Companies" under the Insurance: Life & Health category[^], with social responsibility being one of the assessment criteria. As a participating organization of the "Volunteer Movement" organized by the Social Welfare Department, New York Life Hong Kong was also awarded a "Gold Award for Volunteer Service" in both 2007 and 2008.

[^] Source: Fortune Magazine, March 22 edition

About New York Life

New York Life Insurance Worldwide Ltd., a subsidiary of New York Life International, LLC, was established in Hong Kong in 1988 and is committed to providing its customers with a comprehensive range of life and medical insurance products and services.

New York Life International, LLC, the international arm of New York Life Insurance Company, offers insurance products through its subsidiaries and affiliates in Hong Kong, China, Taiwan, South Korea, India, Argentina, Mexico and Thailand.

New York Life Insurance Company, a Fortune 100 company founded in 1845, is the largest mutual life insurance company in the United States* and one of the largest life insurers in the world. New York Life has the highest possible financial strength ratings from all four of the major credit rating agencies. Headquartered in New York City, New York Life's family of companies offers life insurance, retirement income,

investments and long-term care insurance. New York Life Investments** provides institutional asset management and retirement plan services. Other New York Life affiliates provide an array of securities products and services, as well as institutional and retail mutual funds.

- * New York Life is the largest mutual life insurance company based on the Fortune 500, ranked within industries, Insurance: Life, Health (Mutual), Fortune magazine, May 4, 2009.
- ** New York Life Investments is a service mark used by New York Life Investment Management Holdings LLC and its subsidiary, New York Life Investment Management LLC.

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Please visit New York Life Hong Kong's Web site at www.newyorklife.com.hk for more information.