

New York Life Insurance Worldwide Ltd. (Incorporated in Bermuda with Limited Liability)  
33/F New York Life Tower, Windsor House, 311 Gloucester Road, Causeway Bay, HK



紐約人壽

**For Immediate Release**

**Contacts:** US  
**John Brine**  
New York Life  
(212) 576-7260  
[John S Brine@newyorklife.com](mailto:John.S.Brine@newyorklife.com)

Hong Kong  
**Bonny Ching / Karen Cheng**  
New York Life Insurance Worldwide Ltd.  
(852) 2837 7095 / (852) 2837 7008

**NEW YORK LIFE IS #1 IN FORTUNE MAGAZINE'S  
WORLD'S MOST ADMIRED COMPANIES SURVEY**  
*Improved Scores in People Management, Use of Corporate Assets and  
Product Quality Drove the Win*

**HONG KONG, N.Y., March 23, 2010** – New York Life Insurance Company today announced that it scored highest in its industry in *Fortune* magazine's annual survey of the "World's Most Admired Companies". The results are published in *Fortune*'s March 22 edition and now available online at fortune.com.

The announcement was made locally by New York Life Insurance Worldwide Ltd., a wholly-owned subsidiary of New York Life International, LLC, the international arm of New York Life Insurance Company.

New York Life scored either #1 or #2 on five of the nine attributes in this reputation survey of the 15 largest U.S. and foreign insurers in the Life & Health industry.

Ted Mathas, chairman, president and chief executive officer of New York Life, said, "Our agents and employees work extremely hard for our millions of policyholders every single day, and this recognition by *Fortune* is a credit to all of them for staying focused on the right things. As a company we are confidently humble, and we base all of our decisions on three values: humanity, integrity and financial strength. We believe that if we take care of those values each and every day,

we will be here for our policyholders for another 165 years and continue serving their best interests.ö

*Fortune*’s annual “World’s Most Admired Companies” survey is conducted by the Hay Group, a respected survey firm. Hay asks executives, directors, and analysts to rate companies in their own industry on nine criteria.

Anthony Mak, president and chief executive officer of New York Life Insurance Worldwide Ltd. commented, “This recognition underscores the success of New York Life’s strategies to stay focused on life insurance, support its career agency system and maintain its financial strength and mutuality. In spite of the uncertainty of the financial markets last year, New York Life is staying strong and resilient. As the first New York Life subsidiary established in Asia, we are proud to be building upon this long tradition which enables us to uphold our promise of long-term stability for our customers in Hong Kong.ö

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.

Please visit New York Life’s Web site at [www.newyorklife.com](http://www.newyorklife.com) for more information.

\*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.

###