

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: Bonny Ching
New York Life Insurance Worldwide Ltd.
(852) 2837 7095

Ian Fok / Emma Smith
The Consultancy Ltd.
(852) 3114 6335 / (852) 3114 6336

New York Life Hong Kong Launches “Lucky Delights” Promotion for the Chinese New Year

A chance to win year-round surprises and many other attractive prizes

Hong Kong, January 20, 2010 – New York Life Insurance Worldwide Ltd. (New York Life Hong Kong) today announced the launch of its “Lucky Delights” Promotion for the Chinese New Year. From now until March 31, 2010 (the “Promotion Period”), upon successful application of a range of designated solutions[#], customers will receive a scratch card with the chance to win any of a selection of year-round surprises that include two skiing trips a year for two, and many other attractive instant prizes. “Early bird” customers will receive two scratch cards and enjoy double happiness for successful application during January 2010.

As an added bonus, customers who successfully apply for the Happy Living Guaranteed Income Plan during the Promotion Period and meet the prescribed total annualized first-year premium amounts, will receive a premium bonus of up to a maximum of HK\$10,000.

Ms Diana Kwan, Vice President & Head of Marketing and Product Development of New York Life Hong Kong said, “At New York Life we strive to provide a wide range of quality solutions to meet the protection needs of our customers and their families. To celebrate Chinese New Year, we wish to give our customers a head start in their protection planning for retirement, health, hospital and family protection, to share their love and care with their families whilst also taking care of themselves.”

Existing customers can refer any immediate family member(s) as a new customer to New York Life Hong Kong and upon successful application for any of the designated

solutions, the referee will be entitled to the premium bonus worth up to HK\$10,000 if he/she meets the prescribed total annualized first-year premium requirement.

Designated solutions include Happy Living Guaranteed Income Plan, Supreme Care Critical Illness Protector, Hospital and Surgical Benefit and Multi-Select Term.

For details, please contact the New York Life Hong Kong Customer Service Center on 2894-9833.

[^] Please refer to the Terms and Conditions of the "Lucky Delights" Promotion Campaign.

[#] For product information, terms and conditions of the designated solutions, please refer to the respective product leaflet and policy contract.

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.

This release is distributed by New York Life Insurance Worldwide Ltd. (Incorporated in Bermuda with Limited Liability)

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