

New York Life Insurance Company  
51 Madison Avenue, New York, NY 10010



**FOR IMMEDIATE RELEASE**

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**ARODA NAMED AGENT OF THE YEAR  
BY NEW YORK LIFE INSURANCE COMPANY**

**San Francisco, CA, January 12, 2006**– Piyush Rocky Aroda has been named Agent of the Year in the Greater San Francisco General Office of New York Life Insurance Company, K.B. Sareen, managing partner of the office, announced today.

As a current Executive Council New York Life agent, Aroda received the award in recognition of outstanding sales achievement and exemplary client service and professionalism. “ Rocky implements both the letter and spirit of the New York Life, with proven and continued professionalism, care, and drive for his customers. His sincerity and dedication to his clients’ well-being, successful track record, and strong work ethic is reflected not only in the quality of his work...but in his passion for doing what’s right. We are pleased to have a solid force in Rocky as part of our Agency System, ” stated KulBhushan Sareen, Managing Partner of the Greater San Francisco Office, NYL.

Aroda is a New York Life agent and Registered Representative with NYLIFE Securities Inc., Member NASD/SIPC, an affiliate of New York Life Insurance Co. 100 Pine St, Ste 3000, S.F, CA 94111, Phone: 415 393 6060, and is associated with New York Life’s General San Francisco Office which is headquartered in San Mateo. Rocky Aroda, Financial Services Professional, agent with New York Life, holds an MBA, is a Registered Representative for NYLIFE Securities, Inc., and holds a California Insurance license #0E61122. Aroda has resided in the Bay Area for 10 years with loving wife, Kalpana for just as long, and a five-year old daughter, Aaina.

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. Headquartered in New York City, New York Life’s family of companies offers life insurance, annuities and long-term care insurance. New York Life Investment Management LLC 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 [www.piyusharoda.nylagents.com](http://www.piyusharoda.nylagents.com) or call 877-596-1360 for more information.

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