

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



FOR IMMEDIATE RELEASE

**Contact: Kevin Chen, NYL Partner
408-391-1993**

**PIYUSH ROCKY ARODA NAMED MEMBER OF NEW YORK LIFE'S
ANNUITY CHAMPION PROGRAM**

San Mateo, CA, February 21, 2006— Piyush Rocky Aroda, a New York Life Insurance agent in Greater San Francisco Office, has been named an Annuity Champion for 2005. Each year this recognition is bestowed upon a select group of qualified agents based on exceptional annuity sales performance.

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.

Aroda resides in Cupertino, has resided in the Bay Area for 11 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 New York Life's Web site at www.piyusharoda.nylagents.com or call 877-596-1360 for more information.

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