

New York Life Insurance Company
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FOR IMMEDIATE RELEASE

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**PIYUSH ROCKY ARODA NAMED
TO NEW YORK LIFE EXECUTIVE COUNCIL**

SAN MATEO, CA, September 4, 2007– Piyush Rocky Aroda has been named a member of the 2007 Executive Council of New York Life Insurance Company, Sy Sternberg, New York Life’s chairman and chief executive officer, announced today. Members of the Executive Council are among the most successful of New York Life’s elite sales force of approximately 10,000 licensed agents.

As a member of the Executive Council, Aroda is invited to attend the Executive Council event in Florida. He will be joined with other Council Agents to engage in sessions regarding next generation strategies and to be honored.

Aroda has been a New York Life agent since 2004, and is associated with New York Life’s Greater San Francisco Office serving the South Bay, East Bay and Peninsula regions.

Rocky has an MBA in Technology Management, and helps clients with Retirement Planning, Wealth and Estate Planning, Business Succession Strategies, Education Funding, Risk Management, and Charitable Gifting programs. Aroda has resided in Silicon Valley for 14 years and married with wife Kalpana for just as long. He is blessed by daughter Aaina who is 7.

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 <http://www.piyusharoda.nylagents.com/> for more information.

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