

New York Life Insurance Company
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FOR IMMEDIATE RELEASE

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

San Mateo, CA, March 1, 2008– Piyush Rocky Aroda has been named Agent of the Year in the Greater San Francisco General Office of New York Life Insurance Company, KB Sareen, managing partner of the office, announced today.

Mr. Aroda received the award in recognition of outstanding sales achievement and exemplary client service and professionalism. “Mr. Aroda’s continued dedication to knowledge expansion as well as sharing cutting-edge solutions for families and corporations, 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 recognize Mr. Aroda’s repeated success in his contributions within our Agency System,” stated KulBhushan Sareen, Managing Partner of the Greater San Francisco Office, NYL.

Mr. Aroda (CA Ins. Lic. #_0E61122) is a New York Life agent and Registered Representative offering securities through NYLIFE Securities LLC (member FINRA/SIPC) 1300 S. El Camino Real, Suite 400, San Mateo, CA 94402. Aroda has resided in the Bay Area for 13 years with loving wife, Kalpana. They are the parents of a seven-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. 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 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 or call 877-596-1360 for more information.

*Piyush Rocky Aroda is an agent licensed to sell insurance in the state of California. In addition, he is registered representative offering securities, products & services in the state of California. No insurance or securities offers may be made or accepted from any resident outside the specific state referenced.

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