

New York Life Insurance Company
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**ROCKY ARODA RECEIVES CAREER LIFE PRODUCER AWARD
BY NEW YORK LIFE**

San Mateo, CA, August 12, 2005 – Piyush Rocky Aroda from the Greater San Francisco Office of New York Life Insurance Company, has received the Career Life Producer Award from the New York Life Insurance Company.

As a New York Life agent, Aroda received the prestigious award in recognition of his performance. The award was granted in Dallas, along with 16 other agents from different parts of the country.

“We are honored that Rocky has been acknowledged with such a prestigious award,” said Kulbhushan Sareen, managing partner at the Greater San Francisco General Office. “New York Life has known for quite some time what a valuable asset Rocky has been to our family and to many families in our community. We are pleased that his/her dedication to helping families as they work to protect their financial futures is being recognized in this way.”

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. 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 New York Life’s Web site at www.piyusharoda.nylagents.com for more information.

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