

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



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

FOR IMMEDIATE RELEASE

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**ROCKY ARODA INVITED
TO NEW YORK LIFE CAREER DEVELOPMENT CONFERENCE**

San Mateo, CA, August 6, 2005 – Piyush Rocky Aroda has been named a member of the 2005 Career Development Conference of New York Life Insurance Company, the company announced today. Members of the Career Development Conference are among the most successful of New York Life's newer sales force. Qualification for this honorable recognition has been a standard of excellence at New York Life since 1995.

As a member of the Career Development Conference, Aroda is invited to attend in depth sessions regarding financial and business matters.

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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