

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, July 15, 2005** – Piyush Rocky Aroda has been named a member of the 2005 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 10,845 licensed agents.

As a member of the Executive Council, Aroda is invited to attend this prestigious event, which has been held consecutively for 100 years, in Salt Lake City, Utah. This year’s theme at Executive Council are “The Value of Life” and “Leading the Way.”

“Rocky implements both the letter and spirit of the New York Life, with proven and continued professionalism, care, and drive for his customers. His sincerity and dedication to his clients’ well-being, 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 have a solid force in Rocky as part of our Agency System,” stated KulBhushan Sareen, Managing Partner of the Greater San Francisco Office, NYL.

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 [www.piyusharoda.nylagents.com](http://www.piyusharoda.nylagents.com) for more information.

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