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For Immediate Release

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An Inspiring Financial Career Seminar with Authentic Culinary Delights

Star Chef Wong Wing Chee shared his valuable insights about starting one's own business with potential candidates for the financial planning profession

Hong Kong, September 20, 2010 – New York Life Insurance Worldwide Ltd. (“New York Life Hong Kong”) held a Seminar for candidates interested in a financial planning career at the Dragon King Restaurant, operated by renowned Chef Mr. Wong Wing Chee, on September 18, 2010. The seminar proved to be a unique experience for all participants as they were served authentic dishes with the finest ingredients during the seminar. Over 180 potential candidates for the financial planning profession enjoyed the meal, while Mr. Wong and experienced insurance practitioners shared stories about their career paths and the latest industry information.

“In uncertain economic times, people’s need for long-term financial protection remains critical and they increasingly seek advice from the most professional insurance consultants,” said Anthony Mak, President & Chief Executive Officer, New York Life Hong Kong. “Recently, there have been heated discussions about the MPF Portability Scheme, as well as the voluntary medical scheme. This shows that people are concerned about retirement and medical protection issues and are looking for comprehensive and professional financial solutions. As a life insurance focused and agency-led company, New York Life Hong Kong sees a growing need for more professionals in the insurance industry. This is why we organized this seminar - to help potential candidates gain a deeper understanding of the industry and its prospects, as well as recruit new talent for our company.”

Guest of Honor, Star Chef Mr Wong, spoke about his entrepreneurial experience and how he advanced from a cookery apprentice to be the owner of four top restaurants. Mr. Alvin Lam, Director of Agency Training, Development and Recruitment of New York Life Hong Kong, gave insights on how a quality training and development system can help and support the growth of a successful financial consultant. Mr. Wilson Leung, Agency Head of New York Life Hong Kong, also spoke on the

challenges and opportunities in the insurance industry, and shared with the audience his view that an insurance consultant is like a “financial nutritionist” – someone who has an objective to provide comprehensive and long-term financial protection to customers by using his or her professional knowledge.

Mr. Daniel Tang, Vice President and Co-Head of Agency of New York Life Hong Kong added: “After the past financial turmoil, customers are cautious about committing to investment products. Instead, they are placing their trust in traditional insurance products such as life insurance and health protection.”

According to the Office of the Commissioner of Insurance, the life insurance industry recorded growth of 49.3% in new office premiums for individual life and annuity (non-linked) business in the first half of 2010, showing strong demand for traditional life insurance products in the market. In face of the robust development potential of the life insurance and financial planning profession, New York Life Hong Kong believes it is important to attract the best and brightest to meet future business development.

“New York Life Hong Kong was delighted to receive an overwhelming response to this creative career seminar,” continued Mr. Tang. “All seats at the seminar were filled within a week of opening enrolment, indicating that job seekers are interested in the potential rewards of the insurance industry. While the participants were enjoying the authentic cuisine specially designed by Mr. Wong, they also gained insights from our expert speakers. The participants especially appreciated the creative concept of this seminar and found it a valuable experience.”



Daniel Tang, Vice President and Co-Head of Agency (3rd from right), Alvin Lam, Director of Agency Training, Development and Recruitment (2nd from left), Wilson Leung, Agency Head (1st from left) and senior executives of New York Life Hong Kong with Guest of Honor Mr Wong Wing Chee (middle)



Participants of the seminar gained insights from expert speakers while enjoying the authentic cuisine.

About New York Life Hong Kong

New York Life Insurance Worldwide Ltd., a subsidiary of New York Life International, LLC, was established in Hong Kong in 1988 and is committed to providing its customers with a comprehensive range of life and medical insurance products and services.

New York Life International, LLC, the international arm of New York Life Insurance Company, offers insurance products through its subsidiaries and affiliates in Hong Kong, China, Taiwan, South Korea, India, Mexico and Thailand.

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, investments and long-term care insurance. New York Life Investments** 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.

* New York Life is the largest mutual life insurance company based on the Fortune 500, ranked within industries, Insurance: Life, Health (Mutual), Fortune magazine, May 3, 2010.

** New York Life Investments is a service mark used by New York Life Investment Management Holdings LLC and its subsidiary, New York Life Investment Management LLC.

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