

New York Life Insurance Worldwide Ltd. (Incorporated in Bermuda with Limited Liability)  
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**For Immediate Release**

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## **New York Life Hong Kong Strengthens Senior Management Team**

*Ms Diana Kwan Appointed Vice President and Head of Marketing & Product Development*

**HONG KONG SAR, October 15, 2008** – New York Life Insurance Worldwide Ltd. ("New York Life Hong Kong") today announces the appointment of Ms Diana Kwan to the position of Vice President and Head of Marketing and Product Development effective October 8, 2008. She will also be a member of the Company's Executive Management Committee.

In this role, Ms Kwan will oversee all marketing and product development functions. She will be responsible for directing and managing all activities in relation to marketing, branding and advertising, corporate communications, customer relations management and product and business development.

Ms Kwan has substantial experience in the life insurance industry. Prior to joining New York Life Hong Kong, she worked for a major international insurance company for more than 11 years, where she was Assistant Vice President, Marketing and Bancassurance. Her responsibilities included development of the organisation's marketing strategy, customer relations management and overall expansion of the bancassurance business.

She also built and headed the Customer Relationship Management Department and previously headed the Product Development Department within the Individual Financial Products Division.

Ms Kwan holds a Master Degree in Marketing and Bachelor Degree in Economics.

## **About New York Life**

New York Life Insurance Worldwide Ltd., a wholly owned 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, Argentina, 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 Investment Management LLC provides institutional asset management, retirement plans and trust services. Other New York Life affiliates provide an array of securities products and services, as well as institutional and retail mutual funds.

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Please visit New York Life's Web site at [www.newyorklife.com.hk](http://www.newyorklife.com.hk) for more information.