



For Dadda.



For Daddy.



For Dad.



For Pops.



For the love your kids give you.



Your kids give you more than they'll ever know. And protecting your family with life insurance from New York Life is the most selfless gift you can give in return. 163 years of experience and the highest possible ratings* for financial strength help ensure that your loved ones will always be taken care of. **THE COMPANY YOU KEEP.[®]** 866-NYL-4YOU www.newyorklife.com

*Standard & Poor's (AAA), A. M. Best (A++), Moody's (Aaa) and Fitch (AAA) for financial strength. Source: Individual Third Party Ratings Reports (as of 8/16/07).
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