

## Mitchell H. Eiss



### **President and Chief Operating Officer**

Mitch is President and Chief Operating Officer of New York Life Executive Benefits LLC (NYLEX Benefits), a subsidiary and the executive benefits consulting arm of New York Life, a Fortune 100 company. New York Life is the largest mutual life insurance company in the United States, with an enviable 164-year history. New York Life, combined with its affiliates, had \$249.1 billion in assets under management\* at December 2008. New York Life has the highest ratings from the leading independent ratings agencies, including A.M. Best (A + +), Moody's (Aaa), Standard and Poor's (AAA) and Fitch (AAA) for financial strength as of 3/17/09.

NYLEX Benefits specializes in the design, implementation, financing and providing of ongoing administrative support of supplemental executive benefit programs.

Prior to joining NYLEX, Mitch was Vice President of New York Life's Advanced Planning Division, overseeing a staff of 16 attorneys serving the estate, business and retirement planning market. Mitch previously served as Vice President and Chief Operating Officer of Eagle Strategies LLC, a Registered Investment Advisor and an indirect wholly owned subsidiary of New York Life, in charge of their financial planning and investment advisory programs and practices, where he was instrumental in growing that division's fee-based planning and money management services.

Before joining New York Life, Mitch was a Senior Manager in the Personal Financial Planning Division of KPMG Peat Marwick LLP, where he developed corporate financial planning services and specialized in counseling corporate executives.

Mitch has over 20 years experience in the insurance and financial services industry. He is a graduate of The City College of New York (CCNY) and has a M.Ed. from New York University. Mitch is a Certified Financial Planner licensee and past chairman of the Northern New Jersey Society of the ICFP.

An avid golfer and music enthusiast, Mitch and his wife Judy reside in New City, New York and have two children, Camille and Coby.

\*Assets Under Management consists of assets of the Company's domestic and international insurance operations and assets the Company manages for third party investors, including mutual funds and pension plans.