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PHOTO CAPTION: NEW YORK LIFE AWARDS A \$4,000 SCHOLARSHIP IN RECOGNITION OF LIFE INSURANCE AWARENESS MONTH

DES MOINES, IA, September 16, 2009 - New York Life Insurance Company awarded Amber O'Neill from Waukee, IA, a \$4,000 scholarship and a new laptop as part of Life Insurance Awareness Month. Mrs. O'Neill's husband recently died in his sleep at the age of 31, leaving her behind with three young children ages 5, 3, and 19 months. The lack of sufficient life insurance coverage for her family after the loss of her husband has required that she get an advanced degree to increase her income. September is Life Insurance Awareness Month and consumers are encouraged to learn about the financial protection and security life insurance provides.



Pictured are: New York Life scholarship recipient Amber O'Neill (left) receiving the scholarship check from Brad Jensen, (right) Managing Partner, Des Moines General Office, New York Life Insurance Company.