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**PHOTO CAPTION: NEW YORK LIFE AWARDS LOCAL STUDENT \$2,000 SCHOLARSHIP  
IN RECOGNITION OF LIFE INSURANCE AWARENESS MONTH**

**GREATER DETROIT, MI, September 16, 2009** - New York Life Insurance Company and the Life and Health Insurance Foundation for Education (LIFE) awarded Michael Lin from Flushing, NY, a freshman at the University of Michigan in Ann Arbor, a \$2,000 scholarship as one of three winners of the LIFE Lesson Scholarship essay contest as part of Life Insurance Awareness Month. Mr. Lin's essay documented his family's struggle without life insurance coverage in place after his mother's death from cancer. 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 Insurance Company and Life and Health Insurance Foundation for Education (LIFE) scholarship winner Michael Lin (right) receiving his LIFE Lesson Scholarship certificate from Thomas Chartrant (center) and Dustin Vanduine (left), partners, Greater Detroit General Office, New York Life Insurance Company.