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

LOS ANGELES, CA, September 14, 2009 - New York Life Insurance Company and the Life and Health Insurance Foundation for Education (LIFE) awarded Samantha Shipley from Junction City, Oregon, a college freshman attending Azuza Pacific University in Azuza, CA, a \$2,000 scholarship. Samantha is one of three winners of the LIFE Lesson Scholarship essay contest as part of Life Insurance Awareness Month. Ms. Shipley's essay documented her family's struggle without life insurance coverage in place after her father's death from a massive heart attack. September is Life Insurance Awareness Month and consumers are encouraged to learn about the financial protection and security life insurance provides.



Pictured: Samantha Shipley (center), New York Life Insurance Company and Life and Health Insurance Foundation for Education (LIFE) scholarship winner receiving her LIFE Lesson Scholarship certificate from Anne Parra, Senior Sales Development Manager, Pasadena General Office, New York Life Insurance Company (left); and Kevin Choi (right), Managing Partner of New York Life's Los Angeles General Office.