

New York Life Insurance Company
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FOR IMMEDIATE RELEASE

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**DONALD E. LIPPENCOTT ELECTED TO
NEW YORK LIFE'S 2016 NATIONAL AGENTS ADVISORY COUNCIL**

East Setauket NY, January 1, 2015 – Donald E. Lippencott has been elected to New York Life's 2016 Agents Advisory Council (AAC). Founded in 1946, the AAC is a prominent group of 24 New York Life agents elected by their peers to communicate the issues and perspectives of their fellow agents. Members of the AAC work with senior management to develop and implement ideas that will benefit families and businesses in their local community.

Mr. Lippencott, a New York Life Agent for 33 years, was elected to the Agents Advisory Council at a recent awards and recognition educational conference.

Donald E. Lippencott has over three decades of experience in the insurance, estate planning and financial services business. Since 1997, he has been a Member Agent of The Nautilus Group[®], a resource for estate conservation and business succession ideas that is made available to a limited number of subscribing member agents. Don also is an Investment Adviser Representative with Eagle Strategies LLC, a Registered Investment Adviser. His relationship with Eagle Strategies allows him to provide financial planning services and fee-based investment advice to his clients.

Don has earned numerous industry and company achievements, including Life Member of the Million Dollar Round Table*, the National Quality Award, and the 2009, 2011, 2012, and 2013 Agent of the Year of the New York Life Long Island General Office. He is a recognized leader within the Suffolk County professional financial services community and is a member of the Suffolk County Life Underwriters Association, the National Association of Life Underwriters, and former First Vice President of New York Life's North East Agencies four times. Don attended Gordon College in Wenham, MA and Stonybrook University in NY. He holds a Master of Science degree in Financial Services from the American College, Bryn Mawr, Pennsylvania. He currently serves on the board of NYLARC, NYLIFE's agent owned reinsurance company, the Mather Hospital Foundation Board and the Board of Theater Three in Port Jefferson. He is also a former Board member of Nautilus Group, which is a service of New York Life.

* MDRT is recognized throughout the industry as the standard of excellence in life insurance sales performance.

New York Life Insurance Company, a *Fortune* 100 company founded in 1845, is the largest mutual life insurance company in the United States* and one of the largest life insurers in the world. New York Life has the highest possible financial strength ratings currently awarded to any life insurer from all four of the major credit rating agencies: A.M. Best (A++), Fitch (AAA), Moody's Investors Service (Aaa), Standard & Poor's (AA+).** Headquartered in New York City, New York Life's family of companies offers life insurance, retirement income, investments and long-term care insurance. New York Life Investments*** provides institutional asset management. Other New York Life affiliates provide an array of securities products and services, as well as retail mutual funds.

Please visit New York Life's Web site at www.newyorklife.com for more information.

* Based on revenue as reported by "Fortune 500, ranked within Industries, Insurance: Life, Health (Mutual)," *Fortune* magazine, June 15, 2015. See <http://fortune.com/fortune500/>.

** Individual independent rating agency commentary as of 8/11/15.

*** New York Life Investments is a service mark used by New York Life Investment Management Holdings LLC and its subsidiary, New York Life Investment Management LLC.