



Uniformed Services
Benefit Association

NEWS RELEASE

USBA and New York Life Insurance Company Sponsor Video Contest “Why I Believe in America.”

(Overland Park, KS) USBA (Uniformed Services Benefit Association) announced today the launch of its YouTube video contest “Why I Believe in America” which will award a single winner a \$1,000 U.S. Savings Bond.

Co-sponsored with New York Life Insurance Company, the contest is the first installment of USBA’s “Year of Celebrating Service” promotion developed to commemorate the association’s 50th anniversary. The non-profit organization, currently insuring nearly 200,000 lives, is considered to be one of the largest military groups offering life insurance to active duty, as well as retired and former military families and Federal employees. New York Life is the underwriter for USBA’s group life insurance plans.

USBA’s President/CEO, Colonel Jerry V. Patton, USAF (Ret.) notes the contest is intended to offer a non-partisan, positive message. “These days, there appears to be a perception of uneasiness across the nation if we limit our outlook to what we see just on the surface,” he explains. “But USBA deals with a special kind of member that holds a deeper, different view – one we believe is shared by many Americans – so we thought we’d give everyone a chance to express that perspective.”

“We are very excited to co-sponsor this contest with USBA,” states New York Life’s Senior Vice President, Group Membership Association, John Cassagne. “We have enjoyed a long-standing relationship with them and hold a high regard for the service their members have given to America.” Echoing this sentiment is New York Life’s Vice President, Group Membership Association, Daniel J. O’Brien, who adds USBA and its membership are both recognized for their unique brand of “service” and patriotism. “We’re proud to be associated with them, as well as this contest.”

The video contest is open to all United States citizens over the age of 18. “You don’t have to be a member of USBA, the military or a Federal employee,” says Patton, who also states there is no entry fee or requirement to join the association or make any type of purchase.

“A Year of Celebrating Service” will offer three contests, each one awarding a \$1,000 U.S. Savings Bond as its prize. “Why I Believe in America” will conclude on May 31, 2009. Contests “How I Celebrate Freedom” and “What Inspires Me to Serve” will follow in the coming months.

(more)

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All contest video submissions will be ranked by YouTube visitors with the single winner announced at the conclusion of each run. “You may submit as many videos as you like, but each video, itself, must be original,” says Patton. All videos must comply with the rules listed at www.USBA.com/50Years.

USBA is a nonprofit organization providing a variety of low-cost group life insurance plans and other financial services to the Active Duty and Retired Military market as well as Honorably Discharged Veterans, National Guard, Reserves and Federal civilian employees. With nearly 200,000 insured lives, USBA is one of the largest military associations offering life insurance plans.

New York Life Insurance Company, a *Fortune* 100 company, 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 from all four of the major credit rating agencies. Founded in 1845 and headquartered in New York City, New York Life and its affiliates offer life insurance, retirement income, investments and long-term care insurance. New York Life Investment Management, LLC, provides institutional asset management, retirement plan and trust services. Other New York Life affiliates provide an array of securities products and services, as well as institutional and retail mutual funds.