

FOR IMMEDIATE RELEASE

***New York Life Retirement Plan Services  
Earns DALBAR Mobile Seal of Excellence  
for its MYLIFENOW App***

Boston, MA (January 28, 2014) – DALBAR, Inc. announced today that New York Life Retirement Plan Services (New York Life) was awarded the DALBAR Mobile Seal of Excellence for its MYLIFENOW app. Recipients of this award demonstrate excellence in multiple evaluation areas and provide an offering that effectively fulfills a need and proves itself worthy of recurring visits. DALBAR's Mobile Seal of Excellence recognizes mobile applications and Web sites that distinguish themselves as those mobile offerings that are likely to attain maximum visibility. As part of [DALBAR's Mobile INSIGHT Program](#), an in-depth study and review of 45 financial services applications was conducted. The apps were awarded star ratings both overall, and for nine evaluation categories, which include discoverability, branding, design, navigation, engagement, draw, personalization, support and ease of use.

New York Life's MYLIFENOW app, helping retirement plan participants view their retirement savings and investment information on the go, achieved an overall 4-star rating and a perfect 5-star rating in the level of support provided:

- In addition to providing contact details for technical support, the app also includes a dedicated "Help" section, housing an extensive list of FAQs surrounding technical questions.
- Beyond offering support for technical matters, the app also displays context-specific help icons which, when tapped, will generate help windows for individual regions within the app. By displaying support in this fashion, important information is provided without forcing users to leave the screen they were previously viewing.

"As more and more plan participants use mobile technology, it's vitally important that retirement plan providers offer mobile access in an easy and convenient way that will keep them engaged with their 401k plan," said Rachel Rice, managing director of marketing at New York Life Retirement Plan Services. "We are thrilled with this recognition from DALBAR, one of our industry's most influential sources of research and ratings."

**About DALBAR, Inc.**

*DALBAR, Inc. is the financial community's leading independent expert for evaluating, auditing and rating business practices, customer performance, product quality and service. Launched in 1976, DALBAR has earned the recognition for consistent and unbiased evaluations of insurance companies, investment companies, registered investment advisers, broker/dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as marks of excellence in the financial community.*

**About New York Life Retirement Plan Services**

*New York Life Retirement Plan Services offers bundled retirement plan solutions and defined contribution investment only products throughout the United States. New York Life Retirement Plan Services, a division of New York Life Investment Management LLC, (New York Life Investments), a subsidiary of New York Life Insurance Company, New York, New York, administers \$48.9 billion in bundled retirement plans as of September 30, 2013. With offices in Westwood, Massachusetts, Parsippany, New Jersey, and San Francisco, New York Life Retirement Plan Services is widely recognized for its leadership within the retirement plan industry.*

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