



New York Life Retirement Plan Services

Driving better outcomes & greater financial confidence

2014 Participant Engagement Program
Taft-Hartley





We're excited to share our 2014 core participant engagement offering with you. Building upon our 2013 accomplishments, we continue to expand our point of view beyond retirement topics, highlighting the needs of the individual.

We know your union members face a variety of challenges: unemployment can take the focus off prioritizing immediate saving needs; regulations and market volatility may cause trust fund pain; and members on the verge of retirement may be unsure they have enough assets.

Our 2014 engagement offering addresses participants' broader financial needs, so we can help you support and drive better individual outcomes. And, we'll work to help participants address financial concerns that may prevent them from saving for retirement.

On behalf of your entire service team, we look forward to working with you and delivering a relevant, robust engagement program for your members.

Sincerely,

Nick McParland
NATIONAL DIRECTOR
TAFT-HARTLEY PRACTICE

Financial wellness, individual focus

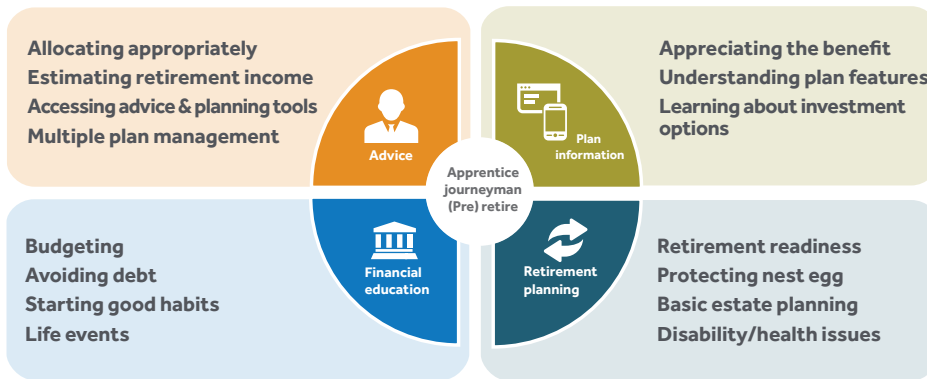
At New York Life, we strive to better the lives and businesses of those we serve. Growing research suggests that we cannot focus solely on plan participants' retirement readiness. Rather, to help drive better outcomes for both plan sponsors and participants, we must consider the broader, unique financial needs of each individual and better understand the factors driving decision making.

We designed our 2014 participant engagement program to build financial wellness—to help your participants address root behaviors that create financial distress, provide support for saving and spending, and reduce overall financial anxiety. And equally important, we understand the significance of taking into account each member's particular situation—whether apprentice, journeymen, preretiree, or retiree.

Taft-Hartley program results	2012	2013
Average account balance	\$45,755	\$56,063
Percentage of members invested in at least one target date fund	43.7%	46%

Our education and communication program has been proven to drive participant engagement and results that support financial goals. Targeted messaging delivered throughout the calendar year helps take the guesswork out of retirement planning and provides a foundation for knowledge of personal finance.

Member execution plan



2014 MyLifeNowSM calendar and core program offering

Qtr	Outreach	Webinars	Foundations series
1		Budgeting	2014 Kickoff
2	Email solicitation	Asset allocation Pre-retiree	
3			Timely topic TBD
4	Get in the plan	Managing financial stress	Timely topic TBD

Outreach

- Targeted campaigns focus on a single financial topic at a time.

Webinars

- Real-time, educator-led, online financial literacy presentations available to all participants
- Use adult learning theory and subject matter experts to develop relevant content
- Details and invitations are delivered to plan sponsors to share with participants, and sent directly to participants who have an email address on file

Foundations series

- Provides relevant educational content across all four steps of the MyLifeNow program
- Developed using participant behavioral data from across the New York Life platform
- Delivered directly to plan sponsors to share with participants

We've built a participant experience that works.

The 2013 Participant FELTTM study—conducted by the National Association of Retirement Plan Participants, an industry group focused on helping Americans prepare for retirement—highlights two factors driving financial confidence for retirement plan participants: financial literacy and trust in the service provider.

• Overall satisfaction

• Participant trust

We beat out all other providers in the two categories, above. We're proud of the trust we are building with individuals, and are confident that these relationships are helping to drive better outcomes.

*Source: 2013 Participant FELT Study, conducted by National Association of Retirement Plan Participants, Boston Research Group and Stanford University; ranking achieved among 23 profiled providers, December 2013).

National Association of Retirement Plan Participants

Why New York Life?

We are a strong part of a strong company.

For more than 168 years, we've kept every promise we've made to our customers. As a mutual insurance company, we're focused on keeping promises to our policyholders... not to Wall Street.

New York Life Retirement Plan Services is a strong part of that strong company, managing more than 600 retirement plans and \$49 billion in assets.[†]

We hold the highest ratings currently awarded to any life insurer for financial strength.

A++ SUPERIOR	AAA EXCEPTIONALLY STRONG	Aaa EXCEPTIONAL	AA+ VERY STRONG
A.M. Best	Fitch	Moody's	Standard & Poor's

Note: The financial strength of New York Life Insurance Company applies only to its insurance products and not to investment products which are subject to market risk and fluctuation in value.

Source: Individual third-party ratings reports as of August 29, 2013.

We keep good going.

Our vision, to *Keep Good Going*, inspires our every action as an organization and as individuals. We strive to better the lives and business of those we serve, driving better outcomes for plan sponsors, consultants, and members.

We learn and understand. We consult. We innovate.

We've built a culture in which discovery and collaboration are expected and rewarded. It is why, time and again, our clients tell us that our people make the difference.

Our industry-aligned service teams work to build a profound, experiential understanding of an industry and the challenges affecting a group of similar companies.

It's this deep understanding and relationship with our clients that help us to consistently deliver game-changing advice, innovative products, and approaches that lead, and sometimes disrupt, the industry.

[†]As of December 31, 2013.



New York Life Retirement Plan Services
690 Canton Street, Westwood, MA 02090
newyorkliferetirementplans.com

New York Life Retirement Plan Services is a division of New York Life Investment Management LLC, a subsidiary of New York Life Insurance Company, New York, New York.

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**Stay in touch.
Stay informed.**

Stay informed about your money and make sure you receive the latest information about your retirement savings plan!



P.O. Box 940
Norwood, MA 02062-0940

Update your mylife.newyorklife.com user profile to include your personal email address to ensure you receive the latest information about your plan, along with helpful tips customized for you.

Email addresses are used solely for participant communication purposes. New York Life will not sell or share this information.

Provide your email address today! It's easy.

- Log on to **mylife.newyorklife.com/profile** using your PIN/Password.
- Add and confirm your email address; click Save.
- Be sure to uncheck the box following your email address so you can receive helpful tips about your account.

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