

METLIFE UNVEILS NEW U.S. ADVERTISING CAMPAIGN TARGETING THE SOUTH ASIAN COMMUNITY:

Company Taps into the “Bollywood” Genre for New Spots

NEW YORK, NY, May 15, 2006 – MetLife, Inc. announced today the launch of its newest advertising campaign geared toward the South Asian community. With 25% of its new business in the U.S. coming from multicultural markets, MetLife joins the ranks of a handful of Fortune 100 companies that recognize the importance of speaking directly to the South Asian community.

The new commercials, entitled "Tying the Scarf " and "Ready this Day," encourage consumers to start saving for their child's education and start insuring their family's well being through the purchase of life insurance. MetLife and IW group, inc. produced the spots with renowned film director Prasoon Pandey, lyricist Prasoon Joshi and score composers Ehsaan & Loy. The new commercials were filmed at the heart of Bollywood in Film City, Mumbai, India.

Both 60-second spots will air on national broadcast outlets, as well as in the following regional markets: New York/New Jersey, San Francisco/Los Angeles and Chicago. Print ads will complement the new spots.

"MetLife created the Bollywood-style commercials because we know that South Asians enjoy the genre and fare of Bollywood cinema and, at the same time, the commercials allowed us to get our message across in a entertaining and memorable way," said Phil Salis, vice president, Individual Business Marketing, MetLife. "We have had a longstanding relationship with, and commitment to, the South Asian community. With this campaign, we wanted to distinguish our approach from the more traditional and nostalgic campaigns that we have seen all too often from other advertisers."

The campaign also offers consumers access to MetLife Life Advice brochures, which can be requested by calling 1-888-METLIFE-1947; operators will be available in both English and Hindi. The Life Advice pamphlets highlight MetLife's commitment to providing consumers with guidance and advice on financial products and services that can help them through each stage of their lives.

MetLife, Inc. is a leading provider of insurance and other financial services to millions of individual and institutional customers throughout the United States. Through its subsidiaries and affiliates, MetLife, Inc. offers life insurance, annuities, automobile and homeowner's insurance and retail banking services to individuals, as well as group insurance, reinsurance and retirement and savings products and services to corporations and other institutions. Outside the U.S., the MetLife companies have direct insurance operations in Asia Pacific, Latin America and Europe. For more information, please visit www.metlife.com.