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News

**MetLife**[®]

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METLIFE INSURANCE LIMITED OPENS CALL CENTRE IN SYDNEY CBD

SYDNEY, 20 December, 2010 – MetLife Insurance Limited announced today that it has opened a new call centre facility in the heart of Sydney’s CBD. Called ‘The Direct Call Centre’, the facility will operate on the same premises as MetLife’s insurance operations, and is a wholly owned subsidiary of MetLife Insurance Limited.

Outbound and inbound telemarketing execution is the capability underpinning MetLife’s direct insurance business, which has seen significant growth over the past 12 months. “Establishing our own Sydney-based call centre ensures MetLife can directly manage this capability from end-to-end and provide a world class customer experience, truly representing MetLife’s commitment to our partners,” said Eric Reisenwitz, Chief Marketing and Distribution Officer.

The Direct Call Centre currently employs over 40 new associates, and has a capacity to seat more than 100. The location and capacity enable MetLife to execute its strategic growth plans with key direct insurance business and distribution partners– and ultimately with its Group Insurance and Superfund customers.

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Additionally, The Direct Call Centre's technology platform provides superior functionality, including a complete CRM system, comprehensive reporting suite, quality assurance platform and the ability to track both market and customer trends. "To be able to directly manage the inbound and outbound servicing needs of our partners and their members is at the core of MetLife's commitment to providing a positive customer experience from our very first contact with each and every individual," said Michael Henderson, Head of Client Services & Operations, to whom The Direct Call Centre will report.

About MetLife

MetLife Insurance Limited (MetLife), an affiliate of MetLife, Inc., is a specialist provider of life insurance to affinity partners, superannuation trustees and employers in Australia. MetLife has expertise in designing and executing both direct insurance programs for partners' customers and insurance solutions to meet the needs of specific member groups. MetLife has been a specialist provider of life risk insurance products in Australia, since 2005. MetLife, Inc., through its affiliates (collectively the "MetLife companies"), operates in the Asia Pacific, Americas and Europe and has over 140 years of experience.

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