

For Immediate Release

News

Public Relations

MetLife Insurance Limited
ABN 75 004 274 882
AFSL 238096
Level 9, 2 Park Street
Sydney NSW 2000

MetLife[®]



MetLife Launches Redesigned metlife.com.au

SYDNEY, 07 December, 2009 – MetLife is proud to announce the launch of the redesign of metlife.com.au, MetLife’s corporate website for the Australian market. The new design is part of MetLife’s overall e-strategy which focuses on the customer experience and ease of access.

In Australia MetLife is a business to business organisation and the new design directly follows this organisational model, specifically targeting MetLife’s partners, introducing targeted homepages aimed at the company’s main constituents; individual affinity partners, institutional funds and their clients.

The new metlife.com.au provides more convenient access to information and forms, a customer online toolkit, straightforward site navigation, and improved search capabilities, ensuring MetLife’s partners can deliver on their promises to their customers, by making certain that MetLife delivers on theirs.

“We are very excited to be launching this new design of metlife.com.au as part of our total customer online toolkit. Following the launch of metlife.com.au we will also be releasing ‘Online Application’. ‘Online Application’ will take our new business applications to the next level, by providing a customised, short and streamlined application processes to our partner’s customers.

Our online customer toolkit is a strong differentiator in supplying exceptional customer service and access and ensures ease of doing business with MetLife,” Tom Flood, CAO, MetLife said.

MetLife Insurance Limited (MetLife), an affiliate of MetLife, Inc., provides group life insurance through superannuation and employee groups and individual life insurance products via affinity partners. MetLife has been a specialist provider of life risk insurance products in Australia, since 2005. For more information about MetLife, please visit the company’s website at www.metlife.com.au.

MetLife, Inc., through its affiliates (collectively, the “MetLife companies”), reaches more than 70 million customers in the Asia Pacific, Americas and Europe. Affiliated companies, outside of Australia, include the number one life insurer¹ in the United States (based on life insurance inforce), with over 140 years of experience and relationships with more than 90 of the top one hundred FORTUNE 500^{®2} companies. Outside Australia, the MetLife companies offer life insurance, annuities, automobile and home insurance, retail banking and other financial services to individuals, as well as group insurance, reinsurance and retirement and savings products and services to corporations and other institutions.

¹ #1 US life insurer (group* + individual) - Limra, April 2007 (*includes COLI, BOLI & TOLI)

² FORTUNE 500[®], May 2009. FORTUNE 500R is a registered trademark of FORTUNE magazine, a division of Time, Inc. ENDS

Media Contact: Tom Flood

(02) 9266 1022