

LifeHelp to Transfer Some Credit Union Life Insurance Programs to New York Life

REDDING, CA (March 23, 2016) – LifeHelp, a company that has served as a bridge between credit union members and life insurance companies since 1972, has announced that its 50-Plus Group Term Life Insurance and Young Family Group Term Life Insurance programs will be transferred to New York Life Insurance Company.

New York Life, a Fortune 100 company founded in 1845, is the largest mutual life insurance company in the United States* and one of the largest life insurers in the world. New York Life has the highest possible financial strength ratings currently awarded to any life insurer from all four of the major credit rating agencies: A.M. Best (A++), Fitch (AAA), Moody’s Investors Service (Aaa), Standard & Poor’s (AA+).**

Ryan Cuenca, LifeHelp President and CEO, said, “Our move to New York Life for these programs is part of LifeHelp’s ongoing efforts to provide the best possible insurance coverage and service to underserved credit union members across the country. Many of those members want to better protect their families, but aren’t sure what coverage to get, or how to get it, so they appreciate having coverage made available through their trusted credit union.

“New York Life is, hands down, one of the best carriers in the credit union insurance market,” said Cuenca, “a company both we, and our credit union partners, can be proud to work with. LifeHelp, in partnership with New York Life and participating credit unions, will be there for members over the long haul.”

According to Daniel O’Brien, Vice President of Sales and Marketing for New York Life Group Membership Division, “We’re excited to be working with LifeHelp to bring a high level of service and commitment to credit union members. In recognizing the value that life insurance from a top-rated insurer provides to members and their families, LifeHelp and its client credit unions are providing a valuable service.”

The transfer is set to take place April 1, 2016.

*Based on revenue as reported by “Fortune 500 ranked within Industries, Insurance: Life, Health (Mutual),” Fortune magazine, 6/16/15. For methodology, please see <http://fortune.com/fortune500/>.

**Individual independent rating agency commentary as of 8/13/15.

MORE INFORMATION

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