

time when insurance companies were seen as cold and distant. Snoopy helped drive our business and served an important role at the time,” said Lee. “We have great respect for these iconic characters. However, as we focus on our future, it’s important that we associate our brand directly with the work we do and the partnership we have with our customers.”

MetLife will be rolling out the new brand globally through 2017. The new design system is now live across mobile, social and web properties. In the U.S., print ads will appear in the Wall Street Journal, the New York Times and the Washington Post beginning Oct. 21 and new broadcast ads will be on air in December. Additional advertising is running in Mexico, Korea and Japan.

More information can be found at www.metlife.com.

About MetLife

MetLife, Inc. (NYSE: MET), through its subsidiaries and affiliates ("MetLife"), is one of the largest life insurance companies in the world. Founded in 1868, MetLife is a global provider of life insurance, annuities, employee benefits and asset management. Serving approximately 100 million customers, MetLife has operations in nearly 50 countries and holds leading market positions in the United States, Japan, Latin America, Asia, Europe and the Middle East. For more information, visit www.metlife.com.

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This news release may contain or incorporate by reference information that includes or is based upon forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements give expectations or forecasts of future events. These statements can be identified by the fact that they do not relate strictly to historical or current facts. They use words such as “anticipate,” “estimate,” “expect,” “project,” “intend,” “plan,” “believe” and other words and terms of similar meaning, or are tied to future periods, in connection with a discussion of future operating or financial performance. In particular, these include statements relating to future actions, prospective services or products, future performance or results of current and anticipated services or products, sales efforts, expenses, the outcome of contingencies such as legal proceedings, trends in operations and financial results.

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