



SECURITY MUTUAL LIFE
INSURANCE COMPANY OF NEW YORK

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February 15, 2011

Dear Security Mutual Field Associate:

Throughout its entire history, Security Mutual has remained committed to the company's original mission: providing our policyholders with protection for the financial needs resulting from death, disability and retirement. Now as the company begins its 125th year, I take this opportunity to thank you for *your* commitment: your commitment to Security Mutual, your clients and your profession.

There is another organization that shares our commitment to promoting the vital role of life insurance in the financial well-being of our clients: The National Association of Insurance and Financial Advisors (NAIFA). NAIFA had its beginnings in 1890—just four short years after Security Mutual's own beginnings. And like Security Mutual, NAIFA is also strongly supportive of professional insurance agents, recognizing agents' essential role in helping people plan for the future.

If you are a member of NAIFA, you have already experienced for yourself the invaluable benefits a NAIFA membership provides. If you are not yet a member of NAIFA, I encourage you to consider making 2011 the year you join this worthwhile organization. Here are just a few of the many ways a NAIFA membership can benefit you and promote your role as a professional insurance advisor:

- NAIFA provides legislative advocacy on issues affecting insurance and financial professionals.
- NAIFA provides educational resources, including a virtual library of professional practice tools and tips, sample marketing materials, newsletters, sales presentations and more.
- NAIFA provides discounts on business and client management tools, as well as on certification programs through The American College, AHIP and the American Institute for CPCU.
- NAIFA provides educational and professional development programs.
- NAIFA provides networking opportunities through NAIFA meetings, events and online social networking.

To learn more about NAIFA's membership resources as well as the many ways NAIFA is working to make your voice heard on Capitol Hill, please visit the NAIFA website at <http://www.naifa.org/>. For your convenience, we have attached the NAIFA Benefits Guide and the Membership Application as a quick reference.

Thank you for investing in your continuing educational and professional development. We at the Home Office are extremely proud of you and your fellow Security Mutual field associates. We salute your life insurance and financial-planning knowledge, skill and experience, all of which continue to be the hallmark of the Security Mutual agent.

Sincerely,

James J. Kerwin
Executive Vice President and Chief Marketing Officer

Attachments: NAIFA Benefits Guide
NAIFA Membership Application
Distribution: GAs, CAs, BK/AGs

0012741XX 02/2011