



For immediate release - January 27th 2010

METLIFE EXPANDS DISTRIBUTION WITH TRUE POTENTIAL LINK

- **Bond quotes go live on True Potential platform**

MetLife Europe Limited (MetLife) has joined the True Potential platform, the fastest-growing IFA support services provider in the UK, in a further significant expansion of its distribution network.

Its award-winning Income for Life and Guaranteed Investment Bonds are now available for quotes on the platform which is used by more than 10% of all advisers in the UK.

The link with True Potential, which offers one of the most advanced technology platforms for advisers to utilise in a compliant fashion, boosting their productivity and reducing their overheads, provides an early boost for MetLife in the New Year.

Dominic Grinstead, Managing Director of MetLife's UK Branch said: "Guarantees have helped to significantly boost the market for bonds and we have been very pleased with the strong response from advisers and clients.

We are delighted to be working with True Potential as we further strengthen our distribution network and believe the move is an endorsement of the expanded range of guarantees available across our bonds."

Mark Henderson, Senior Partner of True Potential said: “As we approach 400 Directly Authorised Firms using the True Potential platform, MetLife investments will form part of the financial planning arrangements of thousands of clients across the UK. It has been a pleasure to work with MetLife and there are other exciting developments planned for 2010 building on the work carried out between us over the past weeks.”

Income for Life enables investors to guarantee their income for the rest of their lives and offers the potential to increase it with gains, locked-in either every year or every two-and-a-half years. The annual lock-ins offer growth potential of up to 10% suiting investors with a moderate outlook on future investment performance while the two-and-a-half year step-up is unlimited to suit those who expect a more significant investment return.

The simplified index portfolio range keeps charges highly competitive with investors choosing from: Defensive, offering 30% equity content; Conservative, offering 45% equity content; and Cautious, offering 55% equity content.

Investors can choose to use a tax maximiser facility in respect of their investment after five years in order to increase the tax advantages of the bond whilst still maintaining the guarantee – a unique feature for this type of product. Minimum investments in the bond are £10,000 with a maximum of £1,500,000 across all MetLife products.

The Guaranteed Investment Bond offers investors the chance to guarantee their capital with the same opportunity to lock-in gains either annually or every two and a half years. Terms available range from 8 to 20 years.

"The standard allocation rate is 100% for the onshore and offshore bonds. Establishment charges or reduced allocation may apply depending on whether advisers take commissions and how customers choose to pay the commissions. "

The annual management charge for the onshore bond depends on the initial investment starting at 0.35% for investments of £250,000 and above rising to 0.75% for investments below £50,000. Guarantee charges vary depending on the portfolio chosen.

MetLife is an affiliate of US-based MetLife, Inc. a leading global insurance and financial services organisation which counts the U.S.'s largest life insurer among its subsidiaries. The organisation is renowned for its stability, financial strength and security, and had over approximately £324.2 billion (US\$ 535.2 billion) of total assets as of September 30, 2009.

Notes to Editors

MetLife Europe Limited

MetLife Europe Limited (trading as MetLife) is authorised by the Irish Financial Regulator and subject to limited regulation by the Financial Services Authority. Details about the extent of MetLife Europe Limited's regulation by the Financial Services Authority are available from the company on request. Registered address: Riverside One, Sir John Rogerson's Quay, Dublin 2, Ireland. Registration number 415123. UK branch address: One Canada Square, Canary Wharf, London E14 5AA. Branch registration number BR008866. Web Site: <http://www.metlife.co.uk>

MetLife, Inc., through its affiliates, serves approximately 70 million customers in the Americas, Asia Pacific and Europe. Affiliated companies, outside of the U.K., include the number one life insurer in the United States, with over 140 years of experience and relationships with over 90 of the top one hundred FORTUNE 500® companies. 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.

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For further information, please contact:

Claire Oldstein
Head of Marketing Communications, MetLife

+44 (0) 207 715 2300