



ING in the Big Apple.

Thinking Marathon? Now think more. Much more. Because now there's . . .

Issued by ReliaStar Life Insurance Company of New York

T W O N E W N Y P R O D U C T S

ING UL-CV NY

(ING Universal Life – CV NY)

Works well in Supplemental Retirement Income and Traditional Premium Finance cases

- Long-term cash accumulation potential
- High target premiums
- Adjustable Term Insurance Rider (ATR)

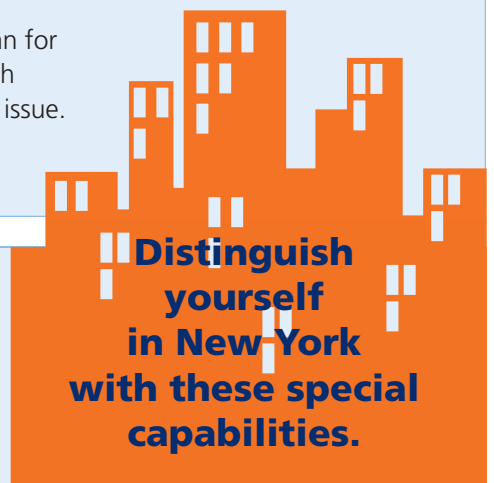
Whether it's your clients' estate, business, or family growth, you can help them plan for their future. The policyowner may schedule future increases in the amount of death benefit by adding incremental term insurance coverage, underwritten for at policy issue. This added flexibility can come in handy for clients who anticipate the need for additional insurance coverage over time.

ING GDBUL II NY

(ING Guaranteed Death Benefit Universal Life II NY)

High amount loan carryover available on suitable 1035 exchanges.

Find out how your clients may benefit from possible tax advantages.



And when you call, don't forget to ask about ING Protector UL NY, ING TermSmart*NY and ING ROP Term NY. Now whatever your clients' needs, our expanded NY product portfolio sets the pace for you to be in the race for the long haul.

CHEER ON THE ING NEW YORK CITY MARATHON RUNNERS THIS YEAR ON NOVEMBER 1, 2009.

Call: Your ING Life Companies' Representative or ING Life Sales Support at 1-866-ING-SELL (866-464-7355)

Click: ING for Professionals at www.inglifeinsurance.com

www.inglifeinsurance.com

ING UL-CV NY (policy form series #3001-09/09), ING GDBUL II NY (policy form series #3000), ING Protector UL NY (policy form series #87-134), ING TermSmart*NY (policy form series #1177R NY), and ING ROP Term NY (policy form series #1309 NY) are not available outside of New York and are issued by ReliaStar Life Insurance Company of New York (Woodbury, NY), a member of the ING family of companies. Within the state of New York, only ReliaStar Life Insurance Company of New York is admitted and its products issued. All guarantees are based on the financial strength and claims-paying ability of ReliaStar Life Insurance Company of New York, who is solely responsible for the obligations under its own policies. © 2009 ING North America Insurance Company cn63868082010

LIFE

