

INDIA THIS WEEK

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The 2009 MetLife South Asian Spelling Bee Announced

May 6, 2009 oriented event that engages the entire household for a fun and educative activity while providing children with the thrill of being on television," said Rahul Wadhia, CEO of Touchdown Media Inc. and founder of the South Asian Spelling Bee.

The event is open to children of South Asian descent up to 14 years of age. It will give South Asian children a chance to test their spelling skills in their core peer group. Interested spellers need their parent or guardian to register them online at www.southasianspellingbee.com.

Organized by Touchdown Media Inc., the events will be conducted in eight locations across the United States starting June 20. Called the regional centers, these locations are New York, New Jersey, Chicago, Dallas, Houston, San Francisco Bay area, Los Angeles and the Washington DC metro area. All events will be free and open to the public.

"This is a family that matters most to families. We know the significance of education, as well as the need for a plan to cover the rising costs of tuition. We're proud to sponsor this year's South Asian Spelling Bee, and to help families achieve their dreams of attaining the best education for their children."

The 2009 MetLife South Asian Spelling Bee will be telecast on Sony Entertainment Television, Asia. Sony Entertainment Television Asia has the broadcast rights and will be showing the contest worldwide (except India and Pakistan) on their channel.

Rajan Singh, Executive Vice President - International Business commented, "Sony Entertainment Television Asia prides itself on innovative programming, and our involvement in events is no exception. The Spelling Bee is a fantastic platform for youth of all ages to showcase their language skills, dedication and self-motivation. SET Asia is always looking to

not only entertain, but also involve our International viewers in shows such as Indian Idol, Boogie Woogie and now the Spelling Bee." For a complete schedule, registration and any other information, please visit www.southasianspellingbee.com About MetLife:

MetLife, Inc. is a leading provider of insurance, employee benefits and financial services with operations throughout the United States and the Latin America, Europe and Asia Pacific regions. Through its subsidiaries and affiliates,

MetLife, Inc. reaches more than 70 million customers around the world and MetLife is the largest life insurer in the United States (based on life insurance income). The MetLife companies offer life insurance, annuities, auto and home insurance, retail banking and other financial services to individuals, as well as group insurance and retirement & savings products and services to corporations and other institutions. For more information, visit www.metlife.com. About Sony Entertainment TV Asia:

Since its launch on the Indian subcontinent in 1995, Sony Entertainment Television (SET) has enjoyed rapid success, leading to the establishment of European, North American and African feeds known as SET Asia. SET and SET Asia are now available in over 150 countries. The channels offer their viewers a distinctive blend of entertainment programs twenty-four hours a day, including soap operas, dramas, sitcoms, concerts, movies, and game shows. For more information, visit www.setasia.tv.