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THE AMERICAN COLLEGE AND METLIFE TO HOST TWO-DAY SEMINAR
FOR AFRICAN-AMERICAN FINANCIAL SERVICES PROFESSIONALS

Event to focus on the tools and techniques needed to build
a successful financial services practice

BRYN MAWR, PA - February 27, 2006 – The American College, in
collaboration with MetLife, will host “Strategies to Be a Successful African-American
Financial Services Professional” on March 2 – 3, 2006. The event will be held at the Gregg
Conference Center on the American College’s campus in Bryn Mawr, Pennsylvania. The
two-day seminar will provide African–American financial professionals with an opportunity
to network and attend educational sessions designed to help individuals build successful
practices. During the event, attendees will address specific challenges that confront financial
services professionals in the contemporary marketplace - a marketplace that is often
complex, and continuously changing.

Presentations will feature highly successful African-American business
professionals who achieved significant career success. Some of the highlights planned for the
event include:

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A dinner and welcome by Michael J. Vietri, CLU®, Executive Vice President MetLife Agency Distribution Group, followed by a networking reception.

A seminar given by Dr. Csaba Sziklai from Sziklai Associates, *Presenting Yourself to Clients as an Advocate, Not a Salesperson.*

A series of product and strategy workshops including:

- *Employee Benefit Products and Services* by Lee V. Bethel, CLU®, ChFC®, REBC®, RHU® from Comprehensive Benefit Services Inc.

- *Evaluating your Practice and Success through Charitable Planning and Nonprofit Services* by Heather Gee, CFRE, CAP™, from The Philadelphia Foundation.

- *Magic is Believing! - in Cash Value Life Insurance* by Timothy E. Radden, CLU®, ChFC from Northwestern Mutual.

A series of business/practice management workshops including:

- *How to Operate Your Practice as a Business* by Roman McDonald from 1st Genesis Financial Group.

- *Building High Performance Teams* by Jeffrey A. Penn from Penn & Associates, LLC.

- *The Agent’s Weekly Planning Outline: Merging the Art and the Science for Maximum Productivity* by Timothy E. Radden, CLU®, ChFC®, from Northwestern Mutual.

A lunch and presentation by Allen Bruce, CLU®, ChFC®, from AR Bruce and Co., Inc.

An industry leaders panel: *Best Practices for Highly Successful Financial Advisors* featuring Timothy E. Radden, CLU®, ChFC®, Lee V. Bethel, CLU®, ChFC®, REBC®, RHU®, Norman Bing, CFM from Merrill Lynch, and Anthony Epps, CFP®, MSFS from New York Life. The panel is to be moderated by William D. Moore, CLU® from MetLife Agency Distribution Group.

“The American College is pleased to host such a unique and valuable event,” said Dr. Larry Barton, PhD, President and CEO of The American College. “Supporting
educational seminars like this is part of the College’s ongoing effort to promote professional
development and to strengthen and expand the financial services industry, as a whole.”

“MetLife is both honored and excited to be a part of this event with the American
College, as it highlights the importance of the African-American marketplace and
professionals to the future of the financial services industry,” stated Michael J. Vietri, CLU®,
Executive Vice President, MetLife. “We are dedicated to building financial freedom for
everyone, and do so through our strong ties with the community and our customers, and by
embedding our multicultural spirit into every aspect of our company. MetLife is therefore
equipped not only to understand the intricacies of the financial services industry but also the
diverse backgrounds and lifestyles that is the American landscape.”

Registration costs $50 and includes dinner and lunch. Guests in need of
accommodations may stay at The Gregg Conference Center for an additional cost or may
set up hotel reservations if they wish. Attendees requiring overnight accommodations are
encouraged to register early as the number of rooms at the Gregg Center is limited. For
information on accommodations e-mail The American College at

seminars@TheAmericanCollege.edu or visit www.TheAmericanCollege.edu

For further information on “Strategies to Be a Successful African-American
Financial Services Professional”, or to register for the event, contact Stephanie Caldwell at
The American College at 610-526-1456 or e-mail her at

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MetLife, a subsidiary of MetLife, Inc. (NYSE: MET), is a leading provider of insurance and other financial services to millions of individual and institutional customers throughout the United States. Through its subsidiaries and affiliates, MetLife, Inc. offers life insurance, annuities, automobile and homeowner’s insurance and retail banking services to individuals, as well as group insurance, reinsurance and retirement and savings products and services to corporations and other institutions. Outside the U.S., the MetLife companies have direct insurance operations in Asia Pacific, Latin America and Europe. For more information, please visit www.metlife.com.

The American College is the nation’s leading non-profit educator of professionals in the insurance and financial services industry. Located in Bryn Mawr, Pennsylvania, The College is a public charity founded in 1927 and accredited by the Middle States Association of Colleges and Schools. The American College offers an array of specialized designation programs, Master of Science degrees in several disciplines and customized continuing education programs predominantly on a distance education basis for those pursuing a career in financial services. For more information, visit www.TheAmericanCollege.edu

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