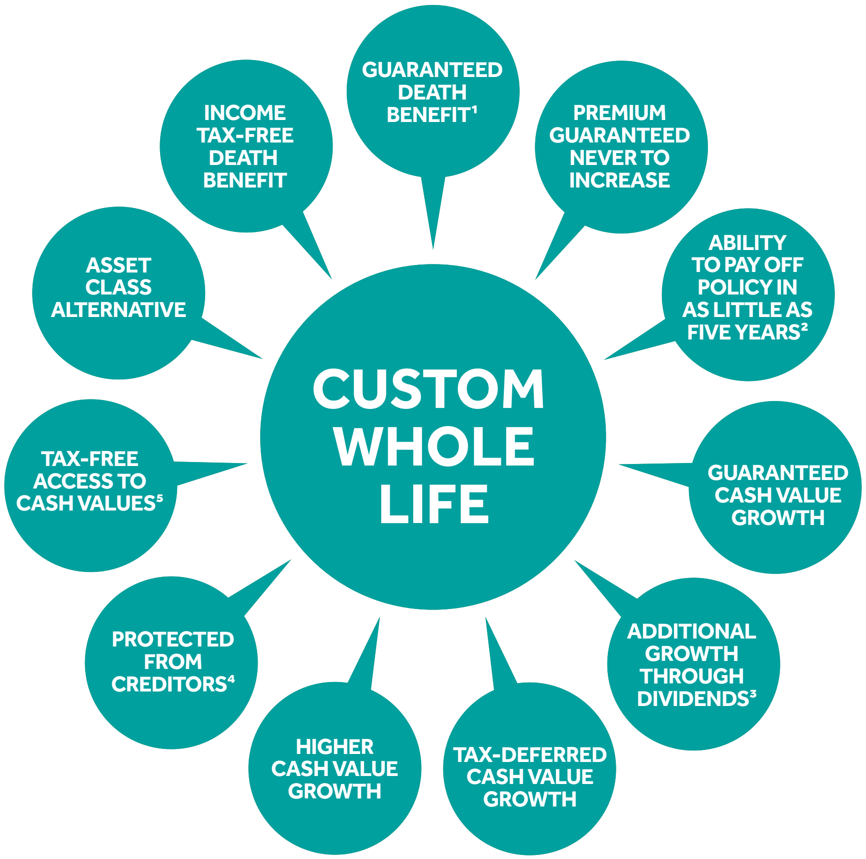
Custom whole life provides a lifetime of protection and value.



Custom whole life comes with several guarantees:[1]

You have a **guaranteed death benefit**, so your beneficiaries will never receive less than the amount of the policy.

Your **premiums are guaranteed to never increase**, regardless of your health, the economy, or your age.

You have the flexibility to choose the number of premium payments you make with the ability to pay off the policy in as little as five years.

The **cash value** in your custom whole life policy is **guaranteed to grow**.

As a custom whole life policy owner, you will be eligible to receive dividends.[3]

You can reinvest your dividends back into your policy, referred to as purchasing "paid-up additions," which grow your coverage and cash value even more.

Custom whole life allows for your cash value to grow faster than it would in a traditional whole life policy.

It's an asset class alternative used to position equities to a fixed, guaranteed vehicle to lock in gains.

There are also several tax advantages to custom whole life.[4]

The death benefit generally passes income **tax free** to your beneficiaries, and in most states it is protected from creditors.[5]

The cash value will grow **tax deferred**. Which means while the cash value grows you do not pay income taxes on the gains, allowing it to grow even faster.

The cash value is yours to use during your lifetime, and you can access it—usually income **tax free**.[6]

Please see the next page for additional, important information and footnote references.

In most jurisdictions, the policy form number for New York Life Whole Life and New York Life Custom Whole Life is ICC18217-50P (4/18). The rider form numbers are as follows: Disability Waiver of Premium: ICC17217-225R; Option to Purchase Paid-Up Additions: ICC17217-330R; and Chronic Care: ICC17217-285R. State variations may apply.

[1] All guarantees are based on the claims-paying ability of the issuer.

[2] With flexible premiums, you can set up a payment schedule that allows you to pay for the coverage in full in as little as five or 10 years.

[3] Dividends, which provide an opportunity for cash value growth, are not guaranteed.

[4] Certain tax advantages are no longer applicable to a life insurance policy if too much money is put into the policy during its first seven years, or during the seven-year period after a "material change" to the policy. If the cumulative premiums paid during the applicable seven-year period at any time exceed the limits imposed under the Internal Revenue Code, the policy becomes a "Modified Endowment Contract" or MEC. An MEC is still a life insurance policy, and death benefits continue to be tax free, but anytime you take a withdrawal from an MEC (including a policy loan), the withdrawal is treated as taxable income to the extent there is gain in the policy. In addition, if you are under 59½, a penalty tax of 10% could be assessed on those amounts and upon surrender of the policy.

[5] Varies by state and may be limited.

[6] You can access the cash value in your policy, generally tax free, via partial surrenders and policy loans. Policy loans and surrenders reduce the policy's available cash surrender value and death benefit. Loans also accrue interest.

Once the insured is certified as chronically ill as described in the policy, and meets the 90-day elimination period, the policy owner will begin receiving an unrestricted cash benefit, with no receipts or plan of care needed. The primary purpose of life insurance policies is death benefit protection and cash value accumulation, with certain riders available at a cost that provide the client with additional policy features, such as additional protection for future chronic illness expenses. This rider should be used for the primary purpose of accelerating a portion of the policy base face amount in case the insured becomes permanently chronically ill.

This is a life insurance rider providing for an accelerated payment of the base policy face amount in the event that you are certified chronically ill as described in the policy.

This rider is not intended to be a federally tax-qualified long-term care insurance contract under Internal Revenue Code (IRC) Section 7702B. Therefore, the premiums payable for this rider do not qualify as long-term care insurance premiums and are not deductible from gross income for federal income tax purposes. This rider, however, is subject to the federal per diem limits set forth in IRC Section 7702B. Under this rider, New York Life will not pay clients more than the federal per diem limits. If the benefit option elected exceeds the current IRC per diem limits, the benefit period will be extended accordingly. Assuming the amount you receive in the aggregate from all applicable policies does not exceed the federal per diem limits set forth in IRC Section 7702B, the benefits provided by the Chronic Care Rider are intended to be excludable from federal gross income under Section 101 (g) of the IRC.

Receipt of an accelerated death benefit may affect client eligibility for Medicaid or other government benefits or entitlements and may have income tax consequences. Accelerating benefits before applying for these programs, or while you are receiving government benefits, may affect your initial or continued eligibility. Clients can contact the appropriate social services agency (e.g., the Medicaid Unit of your local Department of Human Services or the Social Security Administration) for more information.

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