

For Immediate Release

News

Public Relations

MetLife, Inc.  
One MetLife Plaza  
27-01 Queens Plaza North  
Long Island City, NY 11101

**MetLife**<sup>®</sup>



Contacts: John Calagna  
(212) 578-6252

Peter Stack  
(212) 578-3674

**METLIFE GOES GLOBAL WITH SNOOPY<sup>®</sup>**

*-- Extends License of Peanuts<sup>®</sup> Characters Around the World --*

**NEW YORK, NY, January 30, 2007** – MetLife, Inc. (NYSE: MET) announced today an agreement with United Media to extend its licensing of the Charles Schulz Peanuts characters to every market in the world. This new arrangement replaces the existing limited international agreement and adds to the long-time US and Canada agreement, creating global coverage for MetLife’s use of the characters for the first time. The new agreement gives MetLife exclusive rights in the financial services category to use the Peanuts characters.

“These characters have exemplified the dependability, security and warmth of our brand for over twenty years,” said C. Robert Henrikson, chairman of the board, president and chief executive officer of MetLife, Inc. “As we continue to build our global business presence, these attributes translate well everywhere – across a wide range of markets and cultures. Snoopy and the Peanuts gang will help MetLife connect with customers the same way in Seoul, San Francisco or Santiago.”

The Peanuts characters have been a consistent part of MetLife’s marketing efforts since 1985 appearing in the company’s promotional materials, sales literature, premium items and advertising. MetLife’s largest US brand assets, its blimps are also adorned with the Snoopy

character and are known as “Snoopy I” and “Snoopy II.” The Peanuts characters have been a cornerstone of the impressive brand equity that MetLife has built in the United States.

“Our research in key markets around the world shows that people have very common financial concerns, despite a variety of differences in economic development, government structures and demographics,” said Bill Toppeta, president of MetLife’s International business. “That gives us confidence that a powerful consistent brand icon will work effectively and be culturally accepted in a variety of diverse settings.”

MetLife, Inc. is a leading provider of insurance and financial services with operations throughout the United States and the Latin America, Europe and Asia Pacific regions. Through its domestic and international 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 in-force). The MetLife companies offer life insurance, annuities, auto and home insurance, retail banking and other financial services to individuals, as well as group insurance, reinsurance and retirement & savings products and services to corporations and other institutions. For more information, please visit [www.metlife.com](http://www.metlife.com).

#### About United Media

PEANUTS is licensed and syndicated by United Media. United Media (UM) is a worldwide licensing and syndication company that focuses on building brand equity around a wide range of creative content. The company recently partnered with Lionsgate to build a licensing program around the 20th Anniversary of the popular film, Dirty Dancing. It also signed with Mary Engelbreit Studios, the business behind the popular and prolific artist, and Televisa, a leading Spanish speaking media company, to represent the U.S. rights to its long-running hit television series “El Chavo.” United Media licenses and/or syndicates other properties, including Precious Moments, Raggedy Ann & Andy, Jakers!, Tamagotchi, Dilbert, Doodle Bear and Jim Benton's "It's Happy Bunny" (Japan Only). United Media is a wholly owned subsidiary of the E.W. Scripps Company (NYSE: SSP). For more information, visit [www.unitedmedialicensing.com](http://www.unitedmedialicensing.com).

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