

For Immediate Release

News

Public Relations

MetLife, Inc.

MetLife[®]



Contact: Gail McGrath
954-331-5048
gmcgrath@metlife.com

CYPRESS FINANCIAL GROUP NAMED “FIRM OF THE YEAR”

FORT LAUDERDALE, FL, March 14, 2011 – Cypress Financial Group, an Office of MetLife, was named “MetLife Firm of the Year” and “Individual Distribution Firm of the Year.” These honors are the highest level of recognition given annually to only one MetLife firm for its overall performance, including commitment to customer excellence and care, sales growth and business development, and dedication to high ethical business standards.

“I congratulate Cypress Financial Group for meeting and exceeding the rigorous criteria and standards required to achieve these honors,” said Michael J. Vietri, Executive Vice President, Individual Distribution, MetLife. “Under the leadership of Gil Cohen, the firm exemplifies MetLife’s commitment to the clients and communities we serve. I wish Gil and his team continued success.”

“I’m proud to share this recognition with my team of more than 350 advisors, managers and support staff,” stated Gil Cohen, Managing Director. “It’s through their dedication to working one-on-one with our clients, maintaining quality business standards and giving back to the community that Cypress Financial Group is able to excel.”

Approximately 100,000 households in South Florida have chosen MetLife products and services. “We are pleased to have earned a reputation of working one-on-one with every individual client. Our goal is to help people and businesses experience their personal best in terms of overall financial health” said Ghiass Ali, Co-Managing Director of Cypress Financial Group.

Cohen and Cypress Financial Group have earned numerous awards and recognition over the years. In addition to the most recent “Firm of the Year” awards, Cohen was inducted into the MetLife “Manager's Hall of Fame” in 2010. In 2009, Cypress Financial Group earned the Triskelion Award, which recognizes the firm with the best, most consistent, three-year record, and the GAMA Master Agency Award, which rewarded agency and firm leaders committed to excellence in the insurance and financial services industry.

Cypress Financial Group also believes in community service and volunteerism. “There is nothing more important than giving back. We are committed to making a positive difference in the lives of individuals and communities. Today, more than ever, many people and organizations are in need of a helping hand”, stated Gail McGrath, Marketing Director.

Cypress is actively involved with a number of charities, including United Way of Miami-Dade, Share Our Strength – No Kid Hungry, the American Lung Association, and The Nicklaus Children’s Health Care Foundation – via the Honda Golf Classic. Several of the advisors are actively involved with organizations such as the YMCA, Big Brothers Big Sisters, Summit Education, Make a Wish Foundation, Cystic Fibrosis Foundation, March of Dimes, Susan G Komen Foundation, Museum of Discovery and Science, the Chinese Association of Science, Education and Culture, the Easter Seals Disability Services, the National Multiple Sclerosis Society, Catch 81 Foundation, the Alzheimer’s Foundation of America, and the Henderson Mental Health Center.

The main office of Cypress Financial Group is located at 5900 N. Andrews Avenue, Suite 900, Ft. Lauderdale, FL 33309. Additional locations include West Palm, Boca Raton, Plantation and Coral Gables.

MetLife, Inc. is a leading global provider of insurance, annuities and employee benefit programs, serving 90 million customers in over 60 countries. Through its subsidiaries and affiliates, MetLife holds leading market positions in the United States, Japan, Latin America, Asia Pacific, Europe and the Middle East. For more information about MetLife, visit www.metlife.com.
L0311166931 [1211] [FL]

#