



MassMutual's First Financial Group Aims to Help Women Achieve Financial Independence

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Philadelphia Agency Forms Women's Advisory Board

PHILADELPHIA, July 22 /PRNewswire/ -- Harris S. Fishman, President and General Agent of First Financial Group/MassMutual, is proud to announce the formation of a Women's Advisory Board (WAB) of the Delaware Valley. Comprised of top female business and community leaders, the Board's goal is to promote financial literacy among women in Greater Philadelphia.

In announcing the formation of the 20-member WAB, Fishman said Kyra G. McGrath, Vice President for Strategic Projects and General Counsel of public broadcasting's WHYY, Inc., will chair the new board.

"We recognize that women are increasingly becoming the key financial decision-makers in households around the U.S.," said Fishman. "Eighty percent of all family financial decisions are made by women today. In addition, women are the primary breadwinners in nearly one-third of married households and start new businesses at twice the rate of men. But women generally lack adequate insurance protection."*

The board will also ensure that Massachusetts Mutual Life Insurance Company (MassMutual) maximizes its philanthropic initiatives for women. For example, MassMutual has made a tremendous commitment to women by sponsoring the traveling exhibit, "Game Face: What Does A Female Athlete Look Like?" This exhibit of photographs depicting women representing all ages, shapes and degrees of physical prowess is designed to teach children about body image, sportsmanship, competition, determination and inclusion. Game Face includes an educational curriculum at no charge to teachers, which has been used in more than 3,000 classrooms across the country.

In addition, the company -- through its LifeBridge(SM) Free Life Insurance Program -- is giving away 20,000 term life insurance policies with coverage of \$50,000 each to low-income parents. If an insured parent dies while the policy is in force, \$50,000 will be placed in trust to pay for the educational expenses of his/her children.

"MassMutual's goal is to become the company of choice for women seeking financial advice for the products and services that will meet their economic needs," said Susan Sweetser, second vice president of the Women's Markets Initiative at MassMutual. "The local Women's Advisory Board will become an invaluable sounding board for new initiatives and will complement the company's sponsorship of the Executive Women's Golf Association and Women in Financial Services."

MassMutual's Delaware Valley Women's Advisory Board of First Financial Group represents an outstanding roster of local women, including women leaders from government, corporations, non-profits and academia, as well as women entrepreneurs. The WAB includes Lynn Yeakel, Director of the Institute for Women's Health and Leadership, Drexel University; Lorina Marshall Blake, Vice President of Government Relations, Independence Blue Cross; Laurie McGarvey, Dean of the School of Continuing Education, Rosemont College; and Milissa Tadeo, Senior Vice President of the Federal Reserve Bank in Philadelphia.

First Financial Group is a general agency of Massachusetts Mutual Life Insurance Company and has been helping people create wealth and security since 1886. Serving clients in New Jersey, Pennsylvania and Delaware, the firm enjoys a reputation of trust throughout the Delaware Valley, as well as a tradition of excellence. Its associates are highly trained professionals who are backed by a team of product specialists with years of combined experience in financial resource analysis, retirement planning, college funding products, business continuation planning, executive fringe benefits, employee benefit programs and investment products. Securities offered through Registered Representatives of MML Investors Services, Inc., Two Bala Plaza, Suite 901, Bala Cynwyd, PA 19004; tel. 610-660-9922.

<http://www.findwealth.com/massmutuals-first-financial-group-aims-489734pr.html>

MassMutual Financial Group -- comprised of member companies with more than \$285 billion of assets under management as of year-end 2003 -- is a global, growth-oriented, diversified financial services organization providing life insurance, annuities, disability income insurance, long-term care insurance, retirement planning products, structured settlement annuities, trust services, money management, and other financial products and services.

*Sources: Insurance Advisory Board, 11/02; BusinessWeek, 1/28/03; Women- Owned Businesses in the United States, 2002; LIMRA International, 1999.
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