

The History of ManhattanLife



Memorable milestones, stories of reliability, innovation and strength.

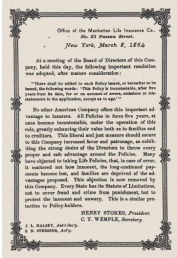
Founded in 1850, the Company's longevity makes ManhattanLife one of the oldest and most reliable health and life insurance companies in the country. The original founders' commitment to protect policyholders prevails to this day. Operating successfully for 176 years as an independent is a testimony to ManhattanLife's enduring history, and an indicator of the reliability of our future.



1850

ManhattanLife
formed with purpose of
providing protection for

widows and orphans after cholera



1864

Incontestability Clause written into policies in an industry first that became law 40 years later

1850

First to Write: 1. Group Policy by American company, 2. Accident & Accidental Death, 3. Policy for a Woman – occupation listed as "woman"



1894

America's First Skyscraper commissioned by ManhattanLife and built at 66 Broadway for the corporate

office

1865

"Old Reliable" reputation earned for locating Southerners and paying claims that occurred during Civil War



1918 Influenza

Epidemic Heaviest mortality rate but no unusual restrictions for writing new policies

1900 Fiftieth Anniversary



1944

VJ Day \$11,000,000 total of War & Victory Bonds sold by Home Office employees during all war years

1918 Word War I Ends Refund all extra premiums for war risk coverage paid during wartime



1958

Steinway Building West 57th Street becomes new home office after makeover. Musical headquarters was the concept

1953

Voice of America broadcast credits ManhattanLife for



with Steinway on ground floor and upper floors reserved for artist and teachers

finding a lost policyholder in Hong Kong and paying benefits due



1969

New Logo to portray ManhattanLife as a progressive company

1963

Installation of First Computer (the GE 225) - All December billing for Pension Trust Sales Department and teachers



2000

New Ownership David Harris purchases ManhattanLife starting a new chapter of expansion and innovation

1972

First Woman on Board – Sister Colette Mahoney, Order of Sacred Heart of Mary



2014-2018

Annuities & Voluntary Benefits Added
ManhattanLife's expansion under new ownership adds annuities and voluntary benefits to the product offering with purchases 78 and 80

2000

150th-Year Anniversary



2025

175th-Year Anniversary

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2019

**Launch New
Brand** articulates
new value proposition

