

Released: 30th September 2002

CANADA LIFE OFFERS ITS SALES FORCE OPPORTUNITY TO JOIN LEADING NATIONAL IFA GROUP - AND MAKES COMMITMENT TO ITS CORE MARKETS IN THE UK

Canada Life today announces its change in focus from a general provider and distributor of life and insurance products into one focused solely on the provision of a select number of key products.

As a result the 198 members of the Canada Life sales force will be offered the opportunity to join the Lighthouse Group plc, a national IFA group of 400 IFA professionals. Lighthouse will provide all the necessary training for full IFA proficiency.

This follows Canada Life's £60 million acquisition of the group risk insurance business of Royal & SunAlliance. This deal made Canada Life number one in the UK group risk market with a 26.6 per cent share. Its aim is to become number one in all its targeted core business areas.

Ian Gilmour, Vice-President and General Manager of Canada Life's UK Division, said: "For some time we have been seeking a way to allow our financial consultants greater opportunity to sell a broader range of products.

"We have struck a deal with the well-established IFA Lighthouse Group, which will provide our consultants with the support and flexibility required to operate more effectively in this market. Lighthouse will provide them with more opportunity to maximise their earning potential by allowing them to sell more products, including our own, and indeed may increase their levels of commission."

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Notes To Editors

About Canada Life

Since 1847 Canada Life has grown and prospered to become one of the largest insurance companies in Canada. After commencing operations in the United Kingdom in 1903 it now operates through its wholly owned subsidiary, Canada Life Limited.

Canada Life Financial Corporation, established in 1999, is the holding company for The Canada Life Assurance Company and is traded on the Toronto Stock Exchange under the symbol "CL" and the New York Stock Exchange under the symbol "CLU". The Canada Life Assurance Company, based in Toronto, also has divisions in the United States, the Republic of Ireland and in several jurisdictions, including Hong Kong, Macau, Germany, Bermuda, Bahamas and Brazil, through branch operations or subsidiary companies.

Previous Canada Life acquisitions in the UK include

Manulife's UK operation in 1995

Windsor Financial's UK sales force in 1995

Metlife's UK operation, Albany Life, in 1997

Crown Life's remaining UK operation in 1999

Generali's block of small group insurance schemes in 1999

Royal & SunAlliance's group risk insurance operation in 2002 (deal due to be completed Tuesday, October 1st 2002).

Canada Life UK Market Position and Shares in Chosen Core Business Areas:

Group Risk Insurance No 1 26.6%

Retirement Income No 4 6.5%

Offshore Wealth Management No 5 7%

Other Core Business Areas:

Onshore Wealth Management

Individual Protection

Canada Life UK business now accounts for one third of all Canada Life business

Canada Life is committed to Potters Bar remaining as UK headquarters

About Lighthouse Group

- AIM-listed plc
- Strong management team
- Successful merger/integration record
- Identified as best match for field force by Canada Life following industry review