



Canada Life™

Corporate profile

The Canada Life Assurance Company

Founded in 1847, Canada Life was Canada's first domestic life insurance company. Today, Canada Life provides insurance and wealth management products and services in Canada, the United Kingdom, Isle of Man, Ireland and Germany.

In Canada, Canada Life offers a broad range of insurance and wealth management products and services for individuals, families and business owners from coast to coast. Canada Life's savings and investments, retirement income, life, disability and critical illness insurance products are available through advisors, managing general agencies and national accounts associated with Canada Life. Group payout products issued by Canada Life are distributed by Great-West Life.

Canada Life is a leading provider of creditor insurance in Canada for mortgages, loans, credit cards, lines of credit and leases, through leading financial institutions, automobile dealerships and other lending institutions.

In Europe, with roots dating back to 1903, Canada Life provides individuals and their families with a broad range of insurance and wealth management products: payout annuities, investments and group insurance in the United Kingdom; savings and individual insurance in the Isle of Man; individual insurance and savings, and pension products in Ireland; and fund-based pensions and critical illness insurance in Germany.

Canada Life is a leading provider of reinsurance solutions to U.S. life insurers.

Canada Life is a subsidiary of The Great-West Life Assurance Company, which has more than \$162 billion* in assets under administration.

The companies are members of the Power Financial Corporation group of companies.

For more information on Canada Life, including the Company's current ratings, visit: www.canadalife.com

* As of December 31, 2008

Great-West Lifeco Inc

Great-West Lifeco Inc. (TSX:GWO) (the Corporation) is a financial services holding company with interests in the life insurance, health insurance, retirement savings, investment management and reinsurance businesses. The Corporation has operations in Canada, the United States, Europe and Asia through The Great-West Life Assurance Company, London Life Insurance Company, The Canada Life Assurance Company, Great-West Life & Annuity Insurance Company and Putnam Investments, LLC. Lifeco and its companies have approximately \$339 billion* in assets under administration, and are members of the Power Financial Corporation group of companies.

* Assets as of December 31, 2008

Canada Life Limited, registered in England no. 973271. Registered office: Canada Life Place, Potters Bar, Hertfordshire EN6 5BA
Telephone 0845 6060708 Facsimile 01707 646088 www.canadalife.co.uk

CLFIS (UK) Limited, registered in England no. 04356028 is an associate company of Canada Life Limited.
Registered Office: Canada Life Place, Potters Bar, Hertfordshire EN6 5BA

Canada Life Group consists of Canada Life Limited, Canada Life Asset Management Limited (both authorised and regulated by the Financial Services Authority), Canada Life International Limited and CLI Institutional Limited (Isle of Man registered companies authorised and regulated by the Isle of Man Insurance and Pensions Authority). All promotional material produced is approved by Canada Life Limited.