



January 2009

**CANADA LIFE BACK OFFICE LINKS ARE THE FIRST TO OFFER
INTERMEDIARIES ENHANCED ACCESS TO OFFSHORE VALUATIONS**

- Canada Life adds offshore valuations to its Intelliflo link
- Over 400 firms registered through Canada Life
- New links this month with True Potential and Durell

Through its link with Intelliflo Intelligent Office systems, Canada Life now offers IFAs the ability to obtain Canada Life and Canada Life International valuations and policy query information online. The link represents the first time that offshore valuations have been provided via the Intelliflo back office system from any UK product provider.

Following its link with Intelliflo, the UK's fastest growing solutions provider for intermediaries, earlier this year, Canada Life has now extended its back-office links to include True Potential and Durell as part of its major e-business project. Further contract enquiry links are planned into 2009.

Alain Wolffe, Managing Director Wealth Management, Canada Life, commented;

"In the current market, we understand that intermediaries need to make the best possible use of their time. Therefore, we believe now is the perfect time to unveil the latest stage of our e-business programme.

"These links are another step in a series of developments which will enable Canada Life to apply its renowned service and support through technology as well as through its people."

- ENDS -

For further information on Canada Life please contact:

Lee Blackwell/Emma Bowden
The Wriglesworth Consultancy
020 7427 1412/020 7427 1411

About Canada Life

Canada Life is part of Great West Lifeco Inc, one of the largest Canadian life and health insurance companies.

Great West Lifeco serves several million people worldwide providing a wide range of retirement savings and income plans, as well as comprehensive protection contracts for individuals and families. It has received high financial security ratings from five credit evaluation agencies.

Canada Life Limited, a wholly owned subsidiary of Great West Lifeco, began operations in the United Kingdom in 1903 and looks after the retirement, investment and protection needs of individuals and companies alike. As well as providing stability and security through its individual contracts, Canada Life Limited has grown to become the leading provider of competitively priced group insurance solutions. www.canadalife.co.uk/ifa

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.