



News Release

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**For Immediate Release
February 3, 2010**

Manulife Launches La Vie

Guaranteed Life-long Protection and Income, and can be paid up in only 8 or 12 years

Hong Kong – Manulife (International) Limited ('MIL') today announces the launch of La Vie, an ideal whole life insurance solution that provides a balance between savings and life protection under different economic conditions and customer life stages. It comes with shorter-term payment options, guaranteed income throughout one's lifetime and long-term wealth building potential.

La Vie's Guaranteed Cash Payments allow customers to enjoy a stable and sustainable income that will cover fixed expenses, unexpected needs or emergencies in the daily life, even in times of economic uncertainty. Each cash payment, payable every two years starting from the sixth policy anniversary, is equivalent to six per cent of the face amount of the purchased policy. Customers will be able to free their minds from daily trivial matters and focus on the big decisions.

This whole life savings plan also provides customers with flexible options to meet different needs at different life stages. Customers can pay off their policies quickly, in either eight or twelve years.

"In a turbulent market environment such as we have experienced over the last couple of years, customers crave security and peace of mind," said George Chew, Vice President and Head of Individual Financial Products at MIL. "La Vie provides this ---with its life-long protection and income, which helps customers to secure their protection and build wealth at the same time."

Highlights of La Vie:

- Guaranteed Cash Payments: lifetime periodic income up to age 100
- Life-long protection: protection up to age 100
- Short payment term: 8-year (La Vie 8) or 12-year (La Vie 12) premium paying period options
- Long-term wealth building with emergency cash: accumulated Guaranteed Cash Payments and policy dividends

La Vie is well suited to customers in search of financial stability and security for their future well-being and pre-retirees who are looking for a continuous income stream after their retirement. Parents who want to amass an education fund for their children, and customers who simply want to get protected by a scheme with upside potential, will also find La Vie an ideal arrangement.

Furthermore, customers can attach and top-up La Vie with Manulife's popular critical illness, accident, medical and other supplementary benefits to build a fully comprehensive life insurance cum living benefits protection portfolio.

About Manulife (International) Limited

Manulife (International) Limited is a member of the Manulife Financial group of companies. Manulife Financial is a leading Canadian-based financial services group serving millions of customers in 22 countries and territories worldwide. Operating as Manulife Financial in Canada and Asia, and primarily through John Hancock in the United States, the Company offers clients a diverse range of financial protection products and wealth management services through its extensive network of employees, agents and distribution partners. Funds under management by Manulife Financial and its subsidiaries were C\$437 billion (approximately HK\$ 3155.4 billion) as at September 30, 2009.

Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE and PSE, and under '945' on the SEHK. Manulife Financial can be found on the Internet at www.manulife.com.

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