

News Release

FOR IMMEDIATE RELEASE

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With pix

Manulife launches major Olympic Games advertising campaign Series shows both athletes and ordinary people looking to “bring their dreams to life”

Hong Kong — With the 12-month countdown to next year’s historic Beijing Olympic Games now underway, Manulife has launched a major advertising campaign based around its Olympic Games marketing theme of “Bringing Dreams to Life”.

The new campaign utilises the media of print, outdoor billboards and bus bodies, and centres around the concept of “Real People, Real Dreams”. Its core message is that, just as the Olympic Games can make the dreams of nations, sports fans and athletes come true, so the insurer, with its wide range of products designed to bring financial security and peace of mind, can help ordinary people achieve what they most wish for in life.

Commented Michael Huddart, Executive Vice President and General Manager, Hong Kong, Manulife (International) Limited: “As the official Worldwide Life-Insurance Partner of the Beijing 2008 Olympic Games, we are committed to promoting the Olympic spirit, which has a great deal in common with our own ongoing commitment to a passion for service, high performance and the consistent pursuit of excellence.

“Traditionally, the Olympic Games have held out the hope of a better world through the experience of people of different nationalities, ethnicities, beliefs and cultures coming together in friendly sporting competition. This is an ideal we wholeheartedly endorse — and seek to emulate by improving the quality of life in the varied communities in which we do business.”

The launch campaign presents two scenarios: the first features six-time champion of the Hong Kong International Triathlon triathlete and Manulife Hong Kong Sports Scholarship awardee Lee Chi Wo, whose greatest ambition is to compete with the best at the Olympic Games. He brings strength and vitality to the idea that constant striving to excel, backed by the active support both of his immediate mentors and a sponsor such as Manulife, will enable him to do his very best in Beijing.

The second centres on a young girl whose most fervent wish is to become a leading ballerina; with Manulife’s comprehensive financial-protection products and savings plans, her parents can afford to help her achieve this goal.

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To reinforce the theme and the promotional impact, Manulife will release more ad versions showing different real people, no matter they are athletes or ordinary people, striving to fulfill their dreams.

Apart from the advertising campaign, Manulife will continue with, and step up its charitable efforts and other Olympics-related activities. Among these, a stand-out is the Company's new Olympic Games Web site, <http://www.manulife.com.hk/olympicsponsorship/>, to feature all the latest Olympic-related news.

About the Worldwide Life Insurance Partner of the Olympic Games

Manulife is the Official Worldwide Life Insurance Partner of the Olympic Games, supporting the Olympic Movement around the world, including Hong Kong. Much like the Olympic Movement, Manulife is dedicated to helping people achieve their dreams. By providing tailored life insurance products and services to its valued customers via its professional agency force, Manulife facilitates the financial means for people to live out their dreams. This business essence is reflected in the company's Olympic theme for the Beijing 2008 Olympic Games: *Bringing Dreams to Life*.

The Manulife Hong Kong Sports Scholarships Program, aimed at supporting young and aspiring athletes achieve their dream of representing Hong Kong at the Beijing Olympic Games, is one of Manulife's key sponsorship initiatives partnered with the Sports Federation & Olympic Committee of Hong Kong, China. More Manulife Olympic programs and news can be found on www.manulife.com.hk/olympicsponsorship/

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 19 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 through its extensive network of employees, agents and distribution partners. Funds under management by Manulife Financial and its subsidiaries were Cdn\$410 billion (approximately HK\$3,016.4 billion) as at June 30, 2007.

Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE and PSE, and under '0945' on the SEHK. Manulife Financial can be found on the Internet at www.manulife.com.

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Photo caption 1:
相片說明一：



「我夢想，挑戰最強對手。」

李政和，六奪香港國際三項鐵人賽冠軍。他擁有夢想，我們助他成就夢想。

李政和擁有自己的夢想，他渴望在自能中訓練，爭取參加北京2008年奧運會資格。把夢想實現，宏利，不僅對他的精神有百分之百肯定，更助他全力以赴，所以我們成立「宏利會館國際三項鐵人賽」助李政和及其後進勇攀高峰，奪心奪上高峰，爭創卓越成就。

宏利一直與您相伴人生重要的目標，繼續夢想，我們，協助成就夢想人生。



全球合作夥伴
Worldwide Partner

成就夢想人生
Bringing Dreams To Life

www.manulife.com.hk 客戶服務熱線 2388 1388



「我想每日都可以跳舞。」

黃樂瑛，志願成為優秀芭蕾舞舞蹈員。她擁有夢想，我們助她成就夢想。

每個人都有夢想，屬於自己的，成為家人及學友的。宏利，早已為您規劃全面的產品及服務，繼續夢想未來。不論您屬基本或專業理財計劃，又或是為子女作教育儲蓄，我們將會盡心盡力，助您成就夢想。

宏利一直與您相伴人生重要的目標，繼續夢想，我們，協助成就夢想人生。



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宏利推出一系列以「成就夢想人生」為題的全新廣告宣傳活動，以表達宏利如何協助體壇精英及普羅大眾實踐心中夢想。

Manulife launches a major advertising campaign themed “Bringing Dreams to Life” to promote its commitment to helping different people, no matter they are athletes or ordinary people, to fulfill their dreams.