

News Release

FOR IMMEDIATE RELEASE

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Manulife launches Olympic-year TV commercial Campaign builds on “Bringing Dreams to Life” brand promise

Hong Kong — Exclusive Life Insurance Partner for this year’s Beijing Olympic Games, Manulife, has brought out a new TV commercial that promotes the Olympic ideal of striving for excellence and success in life. The ad centres around Manulife’s brand promise of “Bringing Dreams to Life” for customers and the community at large.

Ordinary people from different walks of life — an athlete, a pair of teenagers, a mature couple, a group of business executives — are shown working hard towards or living out their dreams (or in the case of two kids skimming stones on a lake, simply striving for excellence), against uplifting background music from Verdi’s opera *La Traviata*.

Michael Huddart, Manulife’s Executive Vice President and General Manager, Hong Kong said: “The stories depicted in the film reflect a determination to excel and succeed, which the Olympic spirit enshrines and which we, as a company, endorse and constantly try to live up to. It also encapsulates our philosophy — Manulife is here to help people fulfill their dreams, be they an athlete we are sponsoring under our Sports Scholarship Program with an eye to Olympic success, or our customers, by giving them the financial security and peace of mind to do what they most want to do.”

He added: “We feel privileged to be the official Worldwide Life-Insurance Partner for the Beijing 2008 Olympic Games, and we are proud to have our brand associated with such an historic event. The values that the Games represent — striving to be the best, teamwork and pride in one’s community — are also the ones we at Manulife believe in and treasure. We will be sparing no expense to promote these Games, and Manulife’s promise, in this Olympic year.”

Local triathlete Daniel Lee Chi Wo figures prominently in the campaign. He is a Manulife Hong Kong Sports Scholarship awardee, and a six-time Hong Kong International Triathlon Champion, as well as a silver medallist at the 2006 Doha Asian Games. Presently ranked No. 2 in Asia, Lee has high hopes of doing well in Beijing. His positive and energetic image, distinguished performances and constant pursuit of excellence are an ideal manifestation of Manulife’s brand value and promise.

Lee had only just returned from special altitude training in Spain when the scenes at Plover Cove were shot — and was due to leave again a couple of days later for further training in South Africa. He said: “I had never made a major TV commercial before and it was a really interesting experience. Having seen the finished film, I can say that I am proud to have been a part of it: Manulife is doing an enormous amount for sport in Hong Kong and is certainly helping me to bring my own dream to life.”

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The TV commercial is currently aired over TVB's Jade and Pearl channels, and Cable TV. The insurer's ad campaign, promoting its "Bringing Dreams to Life" message, will also featured in print media and in MTR stations.

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 and wealth management services through its extensive network of employees, agents and distribution partners. Funds under management by Manulife Financial and its subsidiaries were Cdn\$396 billion (approximately HK\$3,128.2 billion) as at December 31, 2007.

Manulife Financial is one of two publicly traded life insurance companies in the world whose rated life insurance subsidiaries hold Standard & Poor's Rating Services' highest "AAA" rating.

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.