

For Immediate Release

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Manulife TV ad a hit in Hollywood Commercial wins Silver Screen Award at long-running US film festival

Hong Kong — Manulife's *Bringing Dreams To Life* TV commercial has picked up a Silver Screen Award in the "Advertising/Marketing: Product/Service — General Audience" category at the prestigious annual US International Film and Video Festival.

The commercial, which aired during the run-up to the Beijing 2008 Olympic Games, aimed to equate the spirit of the Olympics with Manulife's own corporate ideals — constantly striving for excellence and to be the best in its field.

Michael Huddart, Manulife's Executive Vice President & Chief Executive Officer, Hong Kong, commented: "We are extremely honoured to have received this international recognition from such a well-respected source. It re-affirms the high quality and consistency of our marketing communications work and the success of the TV commercial in convincingly conveying our brand image to an audience that we know from our own feedback was quite captivated by it."

Bringing Dreams To Life — named after Manulife's brand promise — featured people from different walks of life — Hong Kong Olympic athlete Lee Chi Wo, currently ranked No. 1 in Asia in the triathlon, a pair of teenagers, a mature couple, a group of business executives — working hard towards or living out their dreams, or in the case of two kids skimming stones on a lake, simply trying to do better.

The TV commercial made the point that everyone harbours dreams — and that Manulife is dedicated to helping make them come true, be it via the pre-Olympic Sports Scholarship Programme it sponsored, or by providing its customers with the financial security and peace of mind so that they can pursue what they most want in life.

Helena Lee, Manulife's Assistant Vice President, Corporate Communications, Hong Kong, said: "The whole campaign tightly hooks local relevance to a big international sporting event, adding dynamics, vitality and sportsmanship in a very harmonious way. It enjoyed a high rate of recall from our target audience and boosted Manulife's brand awareness to a new level."

This year, the Festival attracted more than 1,000 entries from 22 countries and regions. The awards are unique of their type in being arrived at purely on the merit of the entries: the judges, who are located throughout the world and are selected for their expertise in different disciplines, are not bound to nominate a winner in every category, and by the same token, they can choose more than one winner if they deem them equally worthy.

The US International Film And Video Festival was founded in Los Angeles in 1967 and is one of the world's leading international platforms for the recognition of outstanding business, television, documentary, educational, entertainment, industrial and informational productions.

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\$405 billion (approximately HK\$2,492.7 billion) as at March 31, 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.