



## News Release



TSX/NYSE/PSE: MFC SEHK: 945

For Immediate Release

June 23, 2009



### **Manulife backed Friends of the Earth's "Dim It 6.21"** *Insurer switched off its neon signs*

**Hong Kong** — Manulife was one of the keen supporters in the backdrop as Hong Kong citizens were treated to the rare sight of a darkened Victoria Harbour on the night of June 21. In support of the Friends of the Earth (HK)'s "Dim It 6.21" campaign, Manulife switched off the neon signs on its Manulife Tower and Manulife Plaza office buildings between eight and ten that night.

"Dim It 6.21" campaign was only one of the many activities that Manulife has taken in June, a month when it has marked internally as its "Environmental Month" to raise awareness on environmental protection. Among other ventures, Manulife staff volunteered to do a weeding stint at the Mai Po Nature Reserve, speakers from the World Wide Fund for Nature will present a seminar at the company, and special offers are being made available to the firm's personnel from leading "green" retailers.

Expressing his enthusiasm for the Friends of the Earth (HK)'s "Dim It 6.21" call, Michael Huddart, Manulife's Executive Vice President and Chief Executive Officer, Hong Kong, said: "Manulife was delighted to support such a good cause. I hope it will have brought home to people the need for energy saving and air-pollution reduction.

"It complements our own continuous efforts to improve the well-being of the community, which include operating our business in an environmentally responsible manner. With an eye to the future, we believe that such initiatives will bring long-term benefits both for today's and tomorrow's generations."

Manulife has supported "Dim It!" since its launch last year, and also joined the World Wide Fund for Nature's "Earth Hour" on March 28, 2009. The aim of "Dim It!" is to heighten public awareness of the threats posed by climate change and global warming, and the consequent obligation on everyone to halt pollution and save energy by changing wasteful lifestyles.

#### **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](http://www.manulife.com).