



## News Release

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**For Immediate Release  
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### **Manulife eBook wins Galaxy Bronze Award**

**Hong Kong** — Manulife International Holdings Limited (MIHL) has won a bronze award in the “Design — Annual Report (International, Non-Traditional)” category of the International Galaxy 2009 Awards Competition for its 2008 annual review, which was produced in an interactive eBook format for the first time.

The US-originating annual International Galaxy Awards were established 22 years ago to promote excellence in various fields of communication and the 2009 Awards attracted 520 entrants from 16 countries and territories, who were judged by 55 global industry leaders.

Commented Michael Huddart, Manulife’s Executive Vice President and Chief Executive Officer for Hong Kong: “We are very proud to have won a Galaxy Award, which recognises excellence in marketing communication. It demonstrates the tremendous efforts of the communication team in driving for quality design of the book to promote Manulife’s brand image and interaction with its target readers in the Greater China region, including Hong Kong, Macau, China and Taiwan.”

Mr. Huddart added: “This eBook also fits perfectly with our ‘Green Manulife’ campaign by saving the 1.4 million A4 printed pages of admittedly environmentally friendly paper that we used to use.”

Helena Lee, Manulife’s Assistant Vice President, Corporate Communications in Hong Kong, said: “Changing to an eBook format also gave us a chance to leverage the latest digital technology to enable more interactivity with our key stakeholders. The eBook caters for both casual readers and those such as investors and shareholders who want a more in-depth approach. And it gives our advisors/agents instant company information about the year in question when conversing with clients, rather than having to flip through a thick paperback.”

In a considerable advance on previous PDF versions of the printed book, the eBook MIHL Review 2008 puts at readers’ disposal a whole panoply of smart tools, such as bookmarks, an e-drawing facility, eMemo, a slideshow, zoom, magnifier and usage-setting memory, to enable them to quickly navigate the eBook.

Particular editorial features include snapshots of Manulife’s activities in 2008, recording its status as worldwide sponsor of the Beijing 2008 Olympic Games, and an audio message to give readers an instant preview of the eBook.

The Manulife International Holdings Limited 2008 annual review eBook can be found on the internet at <http://www.manulifeannualreview.com/2008/ebook.html>.

The Galaxy Awards are organised by MerComm, Inc., an independent organisation founded with the exclusive purpose of evaluating, measuring and recognising standards of excellence in communication. The Galaxy programme is the only competition of its type that is judged by peers in the profession rather than by editors and advertisers. Judging is based not on budget, but on the values of creativity, effectiveness, performance and ultimate success, as symbolised by the Galaxy Awards.

### **About Manulife International Holdings Limited**

Manulife International Holdings Limited (MIHL) is the holding company of Manulife's various business operations in Hong Kong, China, Macau and Taiwan. MIHL is a member of 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 Cdn\$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](http://www.manulife.com).

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