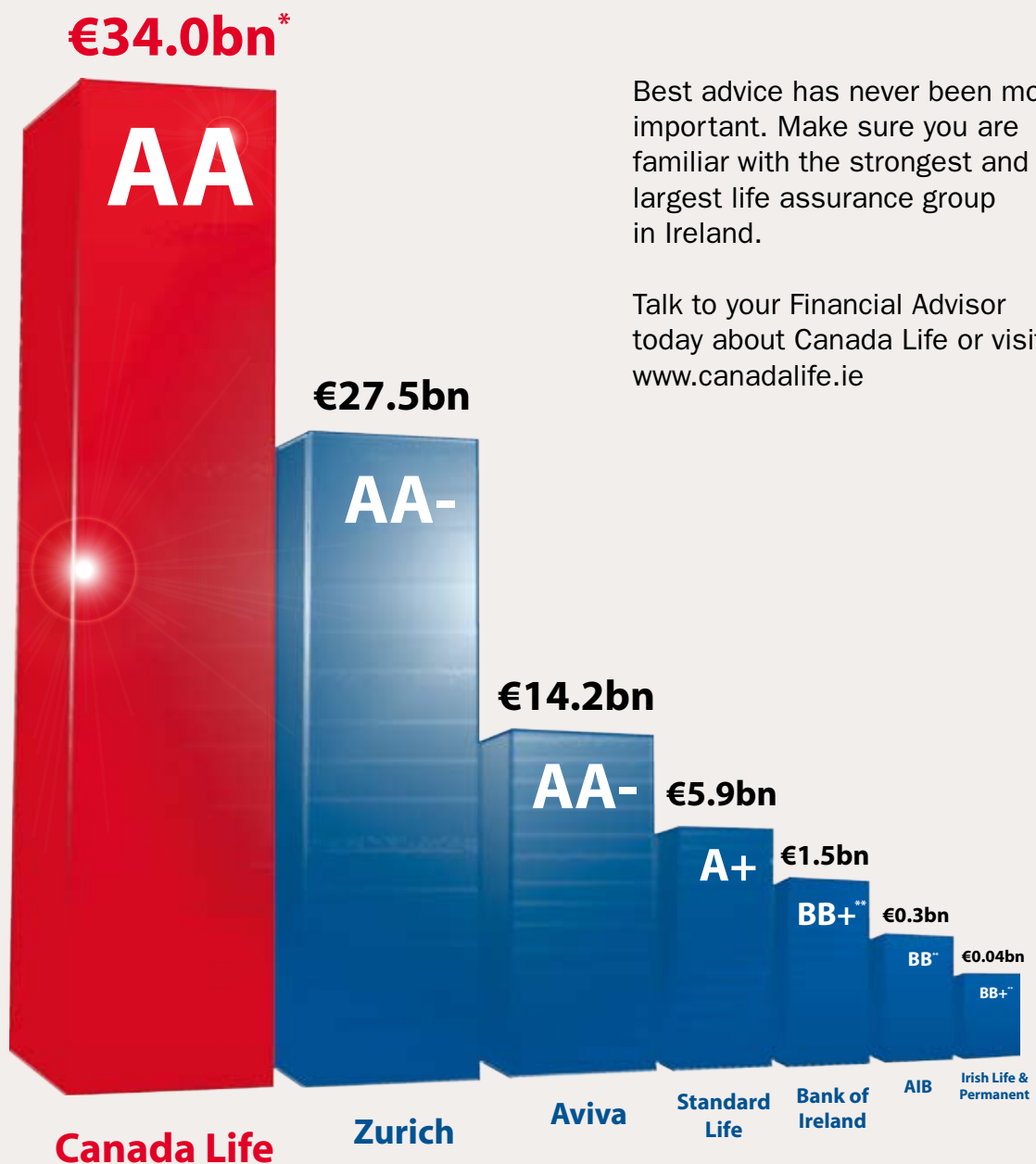


The Strongest Life Assurance Group in Ireland is also the Largest



Best advice has never been more important. Make sure you are familiar with the strongest and largest life assurance group in Ireland.

Talk to your Financial Advisor today about Canada Life or visit www.canadalife.ie

Established in 1903, the Canada Life Group has grown to be a modern and dynamic international financial services business. We are part of Great-West Life, one of the world's leading life assurance companies, from a country ranked the most financially sound in the world**.

With a reputation for financial strength, stability and consistently high financial ratings from the independent rating agencies, Canada Life is the only life assurance group in Ireland to have a AA rating*** from Standard & Poor's.

As part of the Great-West Life Assurance Company, we have access to a large pool of experience and expertise on a global scale, allowing us to continuously enhance our product and service offering.

Great-West Life is a leading Canadian insurer, with interests in the life and health insurance, investment, savings and retirement income and reinsurance businesses, primarily in Canada and Europe.

Great-West Life was founded in 1891 and has its headquarters in Winnipeg.

* Canada Life market capitalisation figure includes parent companies, Great-West Lifeco and Power Corporation. As part of the Power Corporation group of companies we are the largest and strongest life assurance group in Ireland.

** The rating highlighted is the long term credit rating as a financial strength rating is not available. The rating shown for each company is provided by Standard & Poor's. The highest rating possible is AAA with AA, A, BBB etc. being lower financial strength ratings. In the graph therefore, the AA- rating is a superior rating to A+.

*** Source: World Economic Forum 2010.

**** The rating shown for The Canada Life Assurance Company is provided by Standard & Poor's. Standard & Poor's is a ratings agency which provides ratings on the financial strength of companies. Source: Bloomberg as of 28/04/11.

This document does not form part of any contract. This information contained in this document is based on current legislation and is therefore, subject to change. The contents are intended as a guideline only and should not be construed as an interpretation of the law. You should always seek the advice of an appropriately qualified professional.

