

10 Reasons to do business with Empire Life



1. Our Reputation. Empire Life has been in business for 85 years and has a solid reputation of being a strong, stable and secure Canadian insurance company.
2. Empire Life ranks among the Top 10 life insurance companies in Canada by the *National Post* based on Revenue. - June 2007.
3. Empire Life places an extra emphasis on the way business is conducted by being responsive, accountable and promoting a can-do attitude.
4. Empire Life provides innovative consumer-accountable products designed to deliver optimum value to our customers.
5. Our Trilogy Universal Life insurance plans offer no surrender fees, high minimum interest rate guarantees, solid fund-linked options, 5 different guaranteed COI structures and a distinctive return of premium on death benefit option.
6. Our Solution series Term Life insurance plans offer some unique features including coverage to age 100, increasing face amounts after age 100 with no further premiums and convertibility up to age 75.
7. Our Vital Link series Critical Illness insurance plans are competitive, versatile and include full Loss of Independence coverage.
8. Our Optimax Permanent Participating insurance plans offer a wide range of options and guarantees with an excellent dividend history.
9. Empire Life sales software is fast becoming an industry leader in software flexibility and sales support. Our new Financial and Estate Planning Strategies software is the latest in a line of technological developments.
10. Empire Life Segregated Funds offer lower MERs* with a conservative, value-oriented investment style that has provided above-average results for over 40 years. Our funds offer a choice of 75% or 100% maturity guarantees, plus many other features.

*2007 Annual MER Survey

These reasons and more makes doing business with Empire Life today the right choice. For more information and details our products and features, visit www.empire.ca



Empire Life™

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