

**For Immediate Release
February 15, 2010**

Special Logo to Celebrate 25th Anniversary of Manulife Indonesia



Jakarta – PT Asuransi Jiwa Manulife Indonesia (Manulife Indonesia) is a multinational company that started its operation in Indonesia in 1985 with Manulife Financial Corporation (MFC) as its majority stakeholder. Today, Manulife Indonesia is known as one of the largest and leading life insurance companies in Indonesia.

From a staff of 14 people supporting 3 agents, Manulife Indonesia has grown to approximately 6,000 staff and full time professional agents. Its office has blossomed from its initial location at Jl. Pegangsaan Timur 1A, Cikini, Central Jakarta, to the new headquarters at 3-17th Floor Sampoerna Strategic Square, a superb location in Jakarta's main commercial thoroughfare.

To commemorate its time in Indonesia, today Manulife Indonesia launches a special logo to celebrate the journey of Manulife in Indonesia for 25 years.

The silver in the number 25 signifies our Silver Anniversary here. The three colors (red, yellow, and blue) signify the three business lines of Manulife Indonesia, namely life insurance, employee benefits, and mutual funds, while the green dot symbolizes the company's mission to be the premier financial security provider for the Indonesian community. We are the only life insurance company in Indonesia that offers such a comprehensive product range in the Indonesian financial services industry through life insurance, employee benefits, and mutual fund products.

At Manulife we believe in growing, together. Grow together with our customers, agents, employees, and distribution partners. When we grow together, we grow stronger. Manulife Indonesia will continue to grow and become stronger for years to come. Those wishes are symbolized by the "Together We Grow" theme.

We also would like use this opportunity to thank all our agents and employees for their hard work and dedication, our loyal customers for their trust, and our distribution partners for their high quality support.

About Manulife Financial in Indonesia

Manulife Indonesia offers the most comprehensive products and services in the Indonesian financial services industry through life insurance, employee benefits, and mutual fund products. Headquartered in Jakarta, Manulife Indonesia operates through a network of over 120 sales operations in more than 20 cities throughout the country, supported by almost 6,000 employees and full-time professional agents who serve well over 1.5 million customers.

In 2009, Manulife Indonesia earned several prestigious awards such as:

- **Best Life Insurance Company 2009, Bisnis Indonesia Awards 2009**, from Bisnis Indonesia newspaper
- **Excellent Designation 2009** from InfoBank magazine (for the fifth time, since 2002, 2005, 2007, and 2008)
- **1st Runner Up Best Life Insurance 2009** from Investor magazine (for the third consecutive years)
- **Call Center Award for Service Excellence 2009** from Marketing magazine and Carre-CCSL (Center for Customer Satisfaction and Loyalty) for the third time, having previously won the same award in 2006 and 2008.
- **Customer Service Awards from Global Service Index Award 2009** presented by Omni Touch International and ICMI for the category of **The Best Demonstration of Understanding the Customer's Needs and The Best Use of Positive Language**

About Manulife Financial

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 (US\$407 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.

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