

For Immediate Release
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Special Customer Rewards Program to Commemorate Manulife Indonesia's 25th Year Anniversary

JAKARTA – PT Asuransi Jiwa Manulife Indonesia (Manulife Indonesia), a leading life insurance company in Indonesia, today announced a special customer rewards program and a new investment fund option to celebrate the company's 25 successful years in Indonesia.

"We are very pleased with the long list of milestones we have achieved in the last 25 years in Indonesia. As such, we would like to commemorate our 25th Anniversary with a special customer rewards program and a new innovative fund option to show our appreciation to our customers for their continued trust in us," said David Beynon, Chief Executive Officer and President Director of Manulife Indonesia.

The special customer rewards include ProActive Silver, a term life insurance product, with a sum assured of Rp 25 million and a one-year term. ProActive Silver is offered free*, with a purchase of any insurance or investment product between April and December this year.

"Manulife Indonesia offers a range of product solutions to address our customers' financial needs. ProActive Silver is yet another innovative program from us that offers our customers an opportunity to provide a loved one with insurance protection," explained Premraj Thuraisingam, Executive Vice President and Chief Agency Officer. "Through this program, we hope to also increase public awareness and appreciation of the importance of insurance protection," he added.

In addition, as part of the 25th anniversary celebrations, Manulife Indonesia has also launched an innovative and first-of-its-kind investment fund, Manulife Dana Ekuitas Indonesia China (MDEIC). MDEIC will be available as a fund option for single premium unit linked products, in addition to the existing 10 fund options. MDEIC is an open-ended equity fund that aims to achieve capital appreciation by primarily investing in medium- to long-term Indonesian equities, as well as in China equities via the Hang Seng Mainland 25 Index.

"Currently, our 10 investment fund options for single premium unit linked products offer a good range of Equity, Fixed Income, Money Market and Syariah Funds, and they are focused primarily on the Indonesian market. The new MDEIC offers additional diversification with exposure to the China market, one of the largest and fastest growing markets in the world," said Hans de Waal, Senior Vice President, Chief Actuary and Pricing Officer.

*Terms and conditions apply.

“We know that customers have different risk profiles and needs. With this new investment option, they will have more choice to grow their wealth according to the risk they are prepared to bear,” De Waal added.

The fund, which will be in IDR denominated, will allocate between 20-40% in China equities, 60-80% in Indonesia equities and 0-20% in money markets instruments.

About Manulife Financial in Indonesia

Manulife Financial in 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 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 approximately 2,000,000 customers.

In 2009, Manulife Indonesia earned several prestigious awards including:

- **Best Life Insurance Company 2009, Bisnis Indonesia Awards 2009**, from Bisnis Indonesia newspaper
- **Excellent Designation 2009** from InfoBank magazine (for the fifth time - 2002, 2005, 2007, and 2008)
- **1st Runner Up Best Life Insurance 2009** from Investor magazine (for the third consecutive year)
- **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\$440 billion (US\$420 billion) as at December 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.

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