

Sun Life Financial Universal Life No-Lapse Guarantee Portfolio being re-priced effective January 1, 2010

Sun Life Financial is committed to providing our distributors with a diversified portfolio of life insurance products that meet the needs of their customers. The challenge we face in the current economic environment is balancing our competitive positioning with product profitability. The combination of low interest rates, narrow credit spreads and fewer alternatives to hedge the long term guarantees, requires us to adjust our current rate structure on our No-Lapse Guarantee products—Sun Universal Protector® (SUP) and Sun Survivorship UL® (SSUL).

This price change will be effective January 1, 2010 and will represent an increase in premium rates for both products. Our intention is to continuously monitor our experience and the economic environment for opportunities to adjust pricing.

We will continue to offer our Universal Life No-Lapse Guarantee products alongside our Current Assumption Universal Life and Variable Universal Life portfolio, including our Sun Executive products for business sponsored plans.

Please follow these transition guidelines to obtain existing pricing

- All formal Part 1 applications for the current versions of SUP or SSUL rates must be received at Sun Life Financial by December 31, 2009.
- All formal applications for the current SUP or SSUL rates must be placed in force by January 29, 2010. All underwriting and issue requirements including all first year premium illustrated must be received in good order at Sun Life Financial by January 29, 2010.
- Policies funded all or in part by 1035 exchange proceeds may be placed in force at a later time provided that:
 - The application is approved in underwriting by January 29, 2010.
 - The 1035 exchange paperwork is mailed and confirmed to be in good order at the surrendering company by January 29, 2010.
 - The policy must be placed in force within 30 days of Sun Life Financial's receipt of all 1035 exchange proceeds. All issue requirements and any additional premium to be collected upon delivery of a policy must be received in good order at Sun Life Financial no later than 30 days after receipt of all 1035 exchange proceeds.

All formal Part 1 applications for SUP and SSUL received on or after January 1, 2010 will be subject to the new SUP (2010) and SSUL (2010) rates.

We anticipate the SunSolutions software will be available for download on December 7, 2009.

We will be able to issue policies with the SUP (2010) and SSUL (2010) rates beginning on December 21, 2009.

Please follow these instructions to request a 90 day change or reissue for the SUP (2010) or SSUL (2010) rates:

- Policies issued with existing SUP (2009 v2) or SSUL (2009 v2) pricing on or after September 15, 2009 are eligible to transition to the new SUP (2010) or SSUL (2010) rates.
- Requirements to transition to the new SUP (2010) or SSUL (2010) rates:
 - Part 1 Application signed on or after the date of state availability.
 - A revised illustration* for either the SUP (2010) or SSUL (2010) rates.
 - The original policy** issued with the SUP (2009 v2) or SSUL (2009 v2) rates.
- All requests to transition to the SUP (2010) or SSUL (2010) rates must be received by March 1, 2010.

**Please direct all requests for changes to cases pending in
New Business & Underwriting and 90 Day Changes and Reissue to:
New Business & Underwriting, SC 1215 • Telephone Inquiries: 800-432-1102, ext. 6202**

**If not previously submitted, for NAIC states, a signed illustration must be received prior to issue.*

***The original policy may be obtained on delivery of the new SUP (2010) or SSUL (2010) policy.*

Universal life insurance products are issued by Sun Life Assurance Company of Canada (Wellesley Hills, MA) and in New York, by Sun Life Insurance and Annuity Company of New York (New York, NY). Both companies are members of the Sun Life Financial group of companies. All guarantees are based on the claims-paying ability of the issuing company.

**NOT FDIC/NCUA INSURED • MAY LOSE VALUE • NO BANK/CREDIT UNION GUARANTEE • NOT A DEPOSIT •
NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY**

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