

**Retirement
Investments
Insurance**

Protection Solutions

*Thanks to the
Life Profiles program,
your good health habits
can pay off!*

Did you know that your good health could make you eligible for Standard Life's preferred rates? Information on this subject is found in our brochure entitled *This is all about a Preferred Rates Program with Standard Life*. Feel free to consult it.

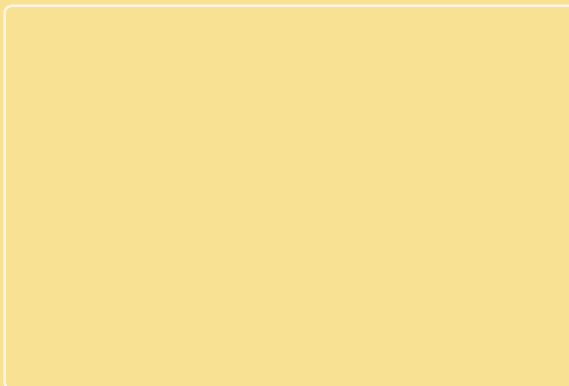
This is all about

Term Insurance

with Standard Life

Talk soon.

www.standardlife.ca



The Standard Life Assurance Company of Canada
4894D-05-2006



Hello.

Most people believe that buying life insurance is a luxury, however that's not true.

It's important to maintain your lifestyle and be confident that those near and dear to you are protected in the event that you can't be there to care for them. This is the financial security you deserve and it is within your means.

*Do you believe that
buying life insurance
is a luxury?
Think again!*

You want to protect those close to you.

That is why we offer you...

- Term 10 and 20 life insurance, renewable until age 85, regardless of your health at renewal
- Joint protection that is ideal for insuring your mortgage
- Preferred rates based on your lifestyle and medical history
- Guaranteed premiums for future renewals at the time your policy is issued
- The option of converting your term life insurance into permanent insurance at any time until age 65
- The choice of additional benefits and riders, such as child coverage or critical illness protection

Insurance that meets your needs

Whether you are a young professional with a student loan, a couple buying a new home, or the owner of a firm, you can choose to use your Term life insurance policy in a variety of ways...

- Insure your mortgage and other personal loans
- Provide for your children's education
- Preserve your estate
- Have your taxes paid upon your death
- Cover costs related to your final wishes and leave an inheritance to your loved ones
- Buy back the shares of a deceased shareholder from his or her heirs
- Hire a replacement or offset losses resulting from the death of a key employee