



Joseph Iannicelli
President and CEO

**The Standard Life
Assurance Company of Canada**
Suite 200
1245 Sherbrooke Street West
Montréal, Québec H3G 1G3

November 29, 2011

Dear Madam,
Dear Sir,

You might have heard that, effective January 1, 2012, The Standard Life Assurance Company of Canada will no longer sell new individual life insurance and critical illness products as we want to continue sharpening our focus on the long-term savings and investment market.

We want to reassure you, however, that this decision has no impact on your existing life insurance policy. The terms and conditions of the life insurance policy you contracted with Standard Life remain unchanged and we are committed to delivering the same level of service to you going forward. We'll continue to service our existing individual life insurance business after January 1, 2012, and our customer service team will retain the knowledge and expertise to answer your questions. You are also welcome to contact your broker or our Customer Service Centre at 1-888-841-6633 if you have questions about your policy.

Standard Life has been serving the financial needs of Canadians since 1833. We believe our customers will benefit mostly from Standard Life's expertise as a long-term savings and investment business in the future. As such, we want to focus in areas which have the best potential for sustainable growth – namely retail investments including Standard Life Mutual Funds, group savings and retirement plans and group benefits and disability management.

I take this opportunity to thank you for having chosen Standard Life in the past and hope that we can continue serving you in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Iannicelli".