

March 21, 2011

Loredana Onesan
Fincore Solutions

Dear Loredana:

Congratulations on an extraordinary 2010 – and welcome to the London Life 2011 Executive Life Club.

You have earned membership in this exclusive club through your exceptional performance in 2010 in the sales and service of life insurance from London Life and our intercorporate partners. Only the top financial security advisors receive this honour.

The London Life Executive Life Club welcomes you to a world of exclusive perks, national recognition and enhanced services.

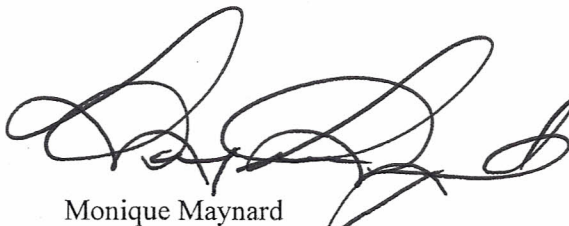
- You have your own assigned underwriter, Paula McKenzie, dedicated exclusively to Executive Life Club members. You also have your own assigned case co-ordinator, Paula McNeil, who serves as your main contact for new business. They will contact you soon to introduce themselves.
- Your Executive Life Club communications profile helps us tailor our communications to match your personal preferences. Please return the enclosed profile at your convenience.
- The enclosed 2011 Executive Life Club stamp flags your correspondence and applications for priority attention.
- You can also use special priority mailing folders to flag your business. New members will receive a supply of these separately. We've enclosed one of these priority mailing folders. Inside it you'll find:
 - Biographies of your underwriter and case co-ordinator
 - An overview of the enhanced services you receive
- We hope you'll enjoy the enclosed book, *Driven*, by Robert Herjavec, co-star of CBC's *Dragon's Den*. It's organized around 50 principles of success in business and in life.

Once again, congratulations on your remarkable sales and service achievement. We wish you continued success throughout 2011.

Yours sincerely,



Alf Goodall
Senior Vice-President
Individual Marketing



Monique Maynard
Executive Vice-President
Individual Insurance

