

March 1, 2010 - Sun Life Financial announces consistently competitive *SunTerm*

Sun Life Financial has moved their *SunTerm* T5, T10 and T20 products to an age-nearest pricing strategy. *SunTerm* rates have been re-priced at all face amounts, allowing for easier cost comparisons. These changes clearly demonstrate *SunTerm*'s new competitive positioning.

SunTerm now features new preferred underwriting criteria, providing clients with more opportunity to qualify for preferred rates. Additionally, reductions have been made to the policy fee for single, joint or multi-life coverages.

SunTerm renewal commission rates have improved to better align with the rest of the industry. This, combined with a reduced policy fee and enhanced preferred underwriting, makes *SunTerm* appealing to both advisors and clients alike. For further information about the new *SunTerm* please contact Sun Life Financial.