



February 6, 2004

Re: Generic Life Insurance Application no longer accepted

Dear valued business partner,

In compliance with the Personal Information Protection and Electronic Documents Act (PIPEDA), effective March 1, 2004, Canada Life will no longer accept the Generic Life Insurance Application (originally issued by members of the life industry) for Life and Living Benefit products. The generic application is non-compliant because it does not provide proper disclosure, consent and identity verification.

After March 1, 2004, we ask that you use a Canada Life application for life insurance and critical illness insurance (405 CAN/FR) instead of the Generic Life Insurance Application.

Canada Life regrets any inconvenience this may cause and we appreciate your cooperation.

For more information about Canada Life's privacy guidelines, please email compliance_officer@canadalife.com