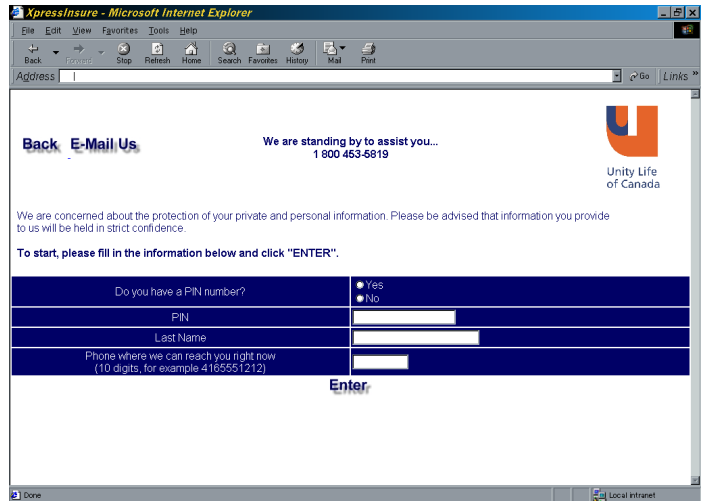


## Do you have clients who are looking for an easy way to purchase term or critical illness insurance?

Check out [www.unitylife.ca/XpressInsure](http://www.unitylife.ca/XpressInsure), Unity Life of Canada's new Internet application site, where a client simply answers "No" to a series of questions (no medical requirements) and can have a policy sent out within 48 hours!



- Your client can purchase up to \$250,000 of our new term 10 plan, E-Z Term, or up to \$100,000 of our critical illness plan, Health Security Plus
- There are two ways for your client to apply online
  1. Give your client your broker code (making sure you don't call it a PIN) and they enter without a PIN, then on the next screen where they enter their personal information they will enter your broker code in the appropriate field

or

- 2. For Affinity Groups or mass marketing programs you provide us with the client's information beforehand and we pre-populate the site and issue a distinct PIN each client will use to access the site
- After entering their information the client answers a series of questions. At the end they receive either a confirmation that they have qualified for insurance or a message stating they do not qualify and to contact their representative. If they do qualify they confirm the insurance information and apply with an electronic signature
- You will receive a copy of the letter sent to the client which confirms their approval for insurance and provides details of the policy (policy #, coverage, premium, etc.)

For more information contact the appropriate Director of Sales listed below or Unity Life Central Operations at 416 960-3463 or 1-800-267-8777.

Brian Popp – W. Canada  
403 852-7079

Rob Baboth – S.W. Ontario  
905 512-4037

Dave Steele – E. Ont. & Que.  
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