



1 October 2009

Sun Life Financial of Canada completes acquisition of Lincoln National UK

Sun Life Financial of Canada today announces the completion of its acquisition of the UK operation of Lincoln National Corporation.

This will bring Sun Life Financial of Canada's total assets under management in the UK to £10.6bn, with 1.1 million policies in force*. Lincoln National Corporation's UK operations provide a highly complementary closed book of business that will enhance its existing UK life and pensions business as well as product development and IFA distribution capability.

Commenting on the acquisition, Janet Fuller, CEO of Sun Life Financial of Canada UK operations, said: "The completion of this deal creates a strong foundation from which to build our presence in the UK market at a time when there is a real need for innovative retirement solutions. We will continue to place customers and the advisers that represent them at the core of our operations as we review potential opportunities."

Lincoln National Corporation's UK customers and advisers will be contacted in the next few weeks but the company stressed that no action is required in respect of any existing policies.

An integration team has been established to ensure a smooth transition to the Sun Life Financial of Canada brand over the coming months.

Advisers can obtain further information from their regular Lincoln National or Sun Life Financial of Canada contact.

Sun Life Financial of Canada is focussed on providing high quality customer service and fair investment returns for its customers in the UK, a commitment that dates back to 1893.

The UK operation of Lincoln National Corporation acquired by Sun Life Financial of Canada is operated by Sun Life Assurance Company of Canada (UK) Limited.

- Ends -

* Represents the combined businesses as at 31 December 2008

For further information, please contact:

Scott Learmouth
slearmouth@teamspiritpr.com
T: 020 7360 7878
M: 07775 607293

James Terry
jterry@teamspiritpr.com
T: 020 7360 7878
M: 07941 829582

About Sun Life Financial of Canada

Sun Life Assurance Company of Canada Limited carries on business under the name Sun Life Financial of Canada and is a member of the Sun Life Financial group of companies. It is authorised and regulated by the Financial Services Authority (FSA) with the FSA registration number 110481. Registered at Companies House in England with number 959082. Registered Office: Matrix House, Basing View, Basingstoke, Hampshire, RG21 4DZ, United Kingdom. For more information please visit www.sunlifefinancial.co.uk

About Sun Life Financial

Sun Life Financial is a leading international financial services organization providing a diverse range of protection and wealth accumulation products and services to individuals and corporate customers. Chartered in 1865, Sun Life Financial and its partners today have operations in key markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China and Bermuda. As of June 30, 2009, the Sun Life Financial group of companies had total assets under management of \$397 billion. For more information please visit www.sunlife.com.

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under ticker symbol SLF.

\$ denotes Canadian Dollars.