

Sun Life Financial offers two dynamic products with flexible features designed especially for business sponsored markets:

Target market

- Owners of small to medium-sized businesses with business continuation needs
- Business owners who want to recruit, retain, and reward key employees
- Businesses that may lose key employees if supplemental executive benefits are not offered
- Business owners with the desire to increase productivity and profits
- Business owners who want to supplement their own plan and the employee retirement plan in a tax-advantaged manner

Policy advantages for clients

Cash value—The first year Cash Surrender value may be equal or close to 100% of the premium paid on our universal life product when utilizing the base policy only. Therefore, the asset booked offsets the plan liability.

No surrender charges—Sun Executive does not carry a surrender charge, offering an accounting benefit to the employer.

Low-cost loans—Loans are available on a very low-cost basis. The cost is 4% annually for policy years 1 to 10 and 3% annually thereafter. The interest credited on the loan account is 3% annually. The basis spread is 1% during the first 10 years with a wash loan provision after year 10, for a zero net cost.

Flexible ownership options—Business entity, individuals, and trusts.

Multiple death benefit options—A, B, and C; or Level, Increasing, and Return of Premium.

Pricing advantages for you

Commissionable target premiums equaling the TAMRA (7-pay) premium. In Sun Life Financial's heaped compensation structure, this means one of the most competitive commissions in the industry.

Flexible underwriting options

- Full medical underwriting on one life
- Innovative multi-life underwriting programs:
 - Guaranteed Issue (GI): 10 lives or more with no medical evidence
 - Expanded Guaranteed Issue (XGI): 5 lives or more underwritten with minimal medical evidence

Sales strategies

Deferred Compensation plans—Deferral of current salary or bonuses on a pre-tax basis.

Bonus Deferral match—Deferral of bonuses with an employer match.

Supplemental Executive Retirement Plan (SERP)—Employer agrees to pay select key employees¹ a specified income for a specified time, with no employee deferral.

Split-Dollar—Death Benefit Option C allows a business to recover premiums paid, which means that the employee's beneficiary can receive the full policy face amount, if desired.

Section 162 bonus—Bonus made to select executives to buy life insurance.

Key Person indemnity—Life insurance owned by and payable to the business to indemnify it upon the death of a key person.

Buy-Sell Agreement funding—Life insurance used to fund a buy-sell agreement.

1. Please consult your tax advisor for "key person" definition as contained in the IRC, Section 101 (j). This information contains references to concepts that have significant legal, accounting, and tax implications. It is not intended as legal, accounting, or tax advice. Clients should consult with their own tax advisor regarding the application of these concepts to any particular situation.

Riders, features, and benefits²

Charitable Giving Benefit rider—Allows clients to designate up to 1% of face amount—up to \$100,000—to an eligible designated charity(ies), at no additional cost.

Assist America®—Provides emergency travel assistance to insureds traveling 100 miles or more from home anywhere in the world. Included at no additional cost.

Waiver of Monthly Deductions rider—Waives the monthly charges if the insured becomes disabled. Available through issue age 55.

Payment of Stipulated Amount rider—Waives the premium stipulated at the inception of the contract.

Supplemental Insurance Amount rider—Provides supplemental insurance coverage in addition to the specified face amount and provides broad flexibility in plan design. It is added to accommodate the changing needs of the contract owner.³

Enhancement benefit—Allows the recovery of specific policy costs upon surrender. These include a portion of charges paid during the initial 7 years. This is an attractive feature for company accounting. No benefit will be paid upon a surrender made as part of an Internal Revenue Code section 1035 exchange.

Loan Lapse Protection rider—This rider allows the owner to exercise an option that will prevent the policies from lapsing under certain circumstances, which include but are not limited to:

- The policies must be in force at least 15 years, and the insured must be aged 75 or older.
- The loan balance must be equal to at least 96% of the cash surrender value and must also exceed the specified face amount.

The rider is automatically included with all Sun Executive UL policies when the Guideline Premium Test under IRC section 7702(a) has been selected. There is no charge for including this rider in your policies, but there is a one-time charge if or when you select to exercise the rider. Once exercised, premium payments will no longer be allowed, and policy deductions will cease such that the policy cannot terminate in the future regardless of policy performance.

Performance that works for your clients

The protection of a death benefit—Life insurance benefits may be income tax free to the business or the executives' heirs.

The power of tax-deferred growth—The investment component grows tax-deferred to build a larger potential amount of wealth. Variable universal life insurance subaccounts are subject to investment risk and may lose value.

The liquidity of access to cash—While Sun Executive VUL is primarily designed to provide long-term insurance protection, your clients are permitted to access policy cash values by way of loans, surrenders, or withdrawals. Surrenders and withdrawals may be subject to payment of contingent deferred sales charges, will reduce the policy's death benefit and cash surrender value, and will have tax consequences if the policy should lapse. Depending on the performance of the underlying investment options, the cash value available for loans or surrenders may be more or less than the original amount invested in the contract.

The added value of investment choice

Sun Executive VUL offers over 60 investment options—including nine American funds—covering the full range of investment styles. Policy owners have the option of investing their policy cash value in a combination that suits their investment strategy and the flexibility to change that strategy each year by shifting their investments within policy subaccounts without incurring any tax liability.

Limitations on transfers apply; see prospectus for details. Clients should consider the investment objectives, risks, charges, and expenses carefully before investing. The prospectus contains this and other important information. Prospectuses for both the variable universal life product and the underlying investment options are available from your product specialist or sales desk representatives or from Sun Life Financial. Please read all prospectuses carefully before investing or sending money for your client.

For additional information, please contact the Sun Life Financial sales desk at 800-786-5433, ext. 7253, or visit <http://salesnet.sunlife-usa.com>.

2. Not all riders are available in all states. Contact your Sun Life Financial representative or visit <http://salesnet.sunlife-usa.com> for current state availability.

The Emergency Travel Assistance feature is managed through an independent service provider, which is currently Assist America. Sun Life Financial may not be able to provide this benefit in the future if we determine that Assist America or any other independent service provider is no longer able to provide it. Certain restrictions may apply and are described in a brochure delivered with the policy.

3. Supplemental Insurance Amount is not eligible for the benefits paid by the Charitable Giving Benefit rider.

Sun Executive UL is issued by Sun Life Assurance Company of Canada (Wellesley Hills, MA) or, in New York, Sun Life Insurance and Annuity Company of New York (New York, NY). Sun Executive VUL is issued by Sun Life Assurance Company of Canada (U.S.) (Wellesley Hills, MA) or, in New York, Sun Life Insurance and Annuity Company of New York (New York, NY). Variable products are distributed through Sun Life Financial Distributors, Inc.

All guarantees are based on the claims-paying ability of the issuing company: either Sun Life Assurance Company of Canada (Wellesley Hills, MA), Sun Life Assurance Company of Canada (U.S.) (Wellesley Hills, MA), or in New York, Sun Life Insurance and Annuity Company of New York (New York, NY). All are members of the Sun Life Financial group of companies.

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