

Sign up to sun

From May 3 to June 27, 2010, we will run a contest to encourage plan members to register for direct deposit and paperless claim statements on our Plan Member Services website.

What plan members have told us

- Over one-third of them continue to be unaware of our website.
- Those who use the member site frequently are more satisfied with their plan.
- They find direct deposit and paperless statements make claiming easier and faster.
- They appreciate the environmental benefits of going paperless.

Members just need to be made aware of the benefits of using our Plan Member Services website.

What we're doing about it: Introducing the "Sign up to sun" contest

When plan members provide their bank information and e-mail address on the website, they will be entered automatically into a random draw to win one of 20 \$1,000 Jump Cards, redeemable at over 250 retailers, restaurants and travel service providers across Canada.

The contest will include a fun and interactive public micro-site that will go live on May 3, 2010.

Going green

For every plan member who registers for direct deposit and paperless claims statements during the contest, Sun Life will donate \$1 to Tree Canada. That means, for every four members who register, Tree Canada will plant and maintain a new tree.

What you can do

Just before the contest, we'll provide:

- The micro-site address
- Banner ads you can post on your intranet
- E-mail templates and electronic flyers you can send to your members

Be sure to promote the contest and micro-site so you can increase your plan members' satisfaction with their benefits plan!

Questions?

Contact your Sun Life Financial group benefits representative.