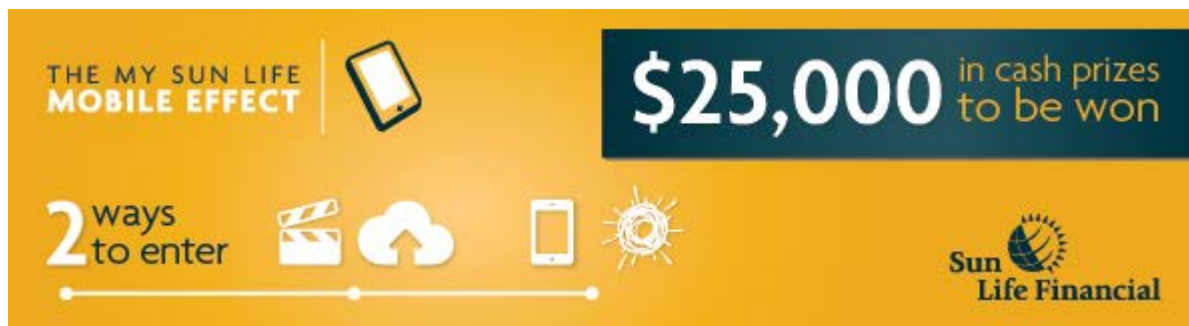


UNDERSTANDING my coverage

June 12, 2014

10 days left to enter the “my Sun Life Mobile Effect” contest! \$25,000 in prizes available



THE MY SUN LIFE MOBILE EFFECT

\$25,000 in cash prizes to be won

2 ways to enter

Sun Life Financial

Have you experienced the my Sun Life Mobile Effect? There's still time to show us how my Sun Life Mobile has made your life brighter. Make a video or log in to the app and you could win. There's \$25,000 in prizes available!

Go to mysunlife.ca/MobileEffect for full contest details and to view the great video entries we've already received. You can also check out these fun [videos](#) we've developed to help inspire you.

How you can enter

1. Submit a short video on our contest page by June 22, 2014 showing how my Sun Life Mobile has made your life brighter.
2. Sign in to my Sun Life Mobile any time between May 12 and June 22, 2014 to be entered into a random draw.

Prizes

For video submissions, English and French each get a prize. Top voted videos win:

- \$5,000 for first place
- \$3,000 for second place
- \$2,000 for third place

For the random draw, we are awarding 10 prizes of \$500 cash.

Tips

- You need a Facebook account to submit a video or to vote for a video.
- Share your video on your social networks. The video with the most votes wins!
- Videos need to be 60 seconds or less, and 5GB or less.
- Videos cannot include copyrighted material, for example: music, video, app icons or brands.

UNDERSTANDING my coverage

- Want to submit a video but you're new to my Sun Life Mobile? Check out our demo on sunlife.ca/mobile for an overview of what you can do on our app. You can also read our helpful guide to [getting started](#).
- Android and Windows Phone users can access the same great my Sun Life Mobile experience on our mobile web app at m.mysunlife.ca

Android app available later this month!

We have heard loud and clear from plan members who use Android phones that they want their own my Sun Life Mobile app. We are always working on ways to improve your experience and to give you more ways to connect with Sun Life. So we are pleased to announce that my Sun Life Mobile is coming to Google Play the week of June 23rd! You will be able to find, download and use the app on the go. Just go to Google Play and search for my Sun Life Mobile (Canada) and you're on your way!

Questions?

If you have any questions, please contact the Customer Care Centre at 1-800-361-6212.