

Equimax Transition Rules

Effective November 29, 2010 we are making the following changes:

- Increased Flexibility with Excelerator Deposit Option (EDO) payments*
- EDO availability with substandard rated lives*
- Increase Equivalent Single Ages for Joint Last-to-Die plans
- Preferred Term riders available on Equimax plans
- Survivor Benefit included with Joint First-to-Die plan
- Removal of the 'Purchase Units in the Common Stock Segregated Fund' dividend option



* The enhanced EDO features are not available on any policy with an issue date prior to June 1, 2010.

To make the transition as smooth as possible, please take a moment to review these transition rules.

Excelerator Deposit Option Enhancements:

New applications received on or after November 29, 2010:

(the date the application is received at Equitable Life of Canada's Head Office location at 1 Westmount Rd. North, Waterloo, Ontario)

Current dated	<ul style="list-style-type: none"> • Any new Equimax applications received on November 29, 2010 or later can apply to have the enhanced Excelerator Deposit Option (EDO) feature.
Backdated policies (Standard or substandard rating)	<ul style="list-style-type: none"> • A client can backdate a policy for up to 6 months to save age. • The new policy date must be on or after June 1, 2010. • EDO payments will be current dated, however the client will be allowed to make a lump sum payment equivalent to the back payments beginning from the policy effective date until the current date.

Pending Equimax Business:

Underwriting decision has not yet been made	<ul style="list-style-type: none"> • The client can make a request, in writing or by email, to have EDO added to the policy. It will be reviewed by underwriting to determine the eligibility of EDO. • A new signed policy illustration will be required.
Policy has been approved standard but not yet issued	<ul style="list-style-type: none"> • The client can make a request, in writing or by email, to have EDO added to the policy. It will be reviewed by underwriting to determine the eligibility of EDO. • A new signed policy illustration will be required.
Policy has been approved rated but not yet issued	<ul style="list-style-type: none"> • The client can make a request, in writing or by email, to have EDO added to the policy. It will be reviewed by underwriting to determine the eligibility of EDO. • Policies with a rating of 200% or less will be considered for the addition of EDO. • A new rated-up age will be assigned based on the rating and a new signed policy illustration will be required.
Backdated (Standard or substandard rating)	<ul style="list-style-type: none"> • A client can backdate a policy for up to 6 months to save age. • The new policy date must be on or after June 1, 2010 in order to be eligible for the enhanced EDO features. • EDO payments will be current dated, however the client will be allowed to make a lump sum payment equivalent to the back payments beginning from the policy effective date until the current date.

In-Force Equimax Business:

<p>Policies issued with a standard risk class</p>	<ul style="list-style-type: none"> • Clients with a <u>policy issue date prior to June 1, 2010</u> can request to have EDO added, but the enhanced features of EDO will not be available. No additional evidence of insurability is required if requests received within 12 months of the policy issue date. • Clients with a <u>policy issue date of June 1, 2010 or later</u> can request to have enhanced EDO added. No additional evidence of insurability is required. • Clients with a <u>policy issue date that is more than one year in the past</u> can request to have EDO added, but the enhanced features of EDO will not be available. The approval will be subject to Underwriting. Additional medical evidence may be required. • If the <u>first policy anniversary is between December 1, 2010 and June 1, 2011</u>, the first annual policy statement will not indicate that the client has an EDO planned premium. The second and subsequent policy statements will show the EDO planned premium.
<p>Policies issued with a substandard risk class</p>	<ul style="list-style-type: none"> • Clients with an existing policy that was issued with a substandard rating cannot add EDO to their existing policy. • They can replace their existing policy with a new Equimax policy with EDO provided that their substandard rating is 200% or less. The new Equimax plan will be issued at attained age and current rates. Normal replacement rules will apply.

Base Equimax plans including Preferred Term Rider and ESA enhancements:

Applications received...	New Business applications	Adding a term rider to an in force Equimax policy	Equivalent Single Age (ESA) enhancements
<p>Before November 29, 2010 or pending business</p>	<p>Will be issued using pre-November 29th, 2010 rates and provisions.</p>	<p>Will be issued using pre-November 29th, 2010 rates</p>	<p>Will be issued using pre-November 29, 2010 rates and provisions.</p>
<p>If the client is also adding EDO, a new policy illustration is required and the plan will be issued using the new term rider rates and provisions and/or new ESA ages.</p>			
<p>Between November 29 and December 17, 2010</p>	<p>Will be processed and issued using the rate scale that matches the version used on the illustration submitted, unless a subsequent request is made to use the new rates and provisions.</p>	<p>Will be processed based on the information provided in the Application for Policy Change or amendment.</p>	<p>Will be processed and issued using the ESA that matches the version used on the illustration submitted, unless a subsequent request is made to use the new ESA calculations.</p>
<p>On or after December 17, 2010</p>	<p>Will be processed and issued using the new product rates and provisions.</p> <p>A new illustration will be required if an old version is submitted with the application.</p>	<p>Will be processed and issued using the new product rates and provisions.</p>	<p>Will be processed and issued using the new ESA calculations.</p> <p>A new illustration will be required if an old version is submitted with the application.</p>

We look forward to your continued success. If you require clarification or further details about the transition or administrative details related to the enhancements to Equimax plans, please contact our Customer Service Representatives at 1-800-668-4095.