

Equitable Life ‘balances’ its segregated fund product

Effective January 10, 2011, Equitable Life® is adding six new and unique balanced funds to enhance its segregated fund line-up. We have gone to our existing world-class money managers to seek out some of their top performing funds in order to provide your clients with more options to ensure that their investments are in good hands.

As we approach the end of 2010, most North American stock markets will finish the year with positive double digit returns. However, volatile markets have become more common and many investors still feel the need to hold a slightly more conservative portfolio. That is why Equitable Life’s six new balanced funds will enhance our segregated fund offering and cater to evolving investor sentiment.

The six new funds include:

- Equitable Life Active Balanced ETF Portfolio
- Equitable Life Acuity Diversified Income Fund
- Equitable Life Dynamic Value Balanced Fund
- Equitable Life Mackenzie Founder Income and Growth Fund
- Equitable Life Mackenzie Saxon Balanced Fund
- Equitable Life Trimark Income Growth Fund

We are very proud to introduce the Equitable Life Active Balanced ETF Portfolio fund, managed internally by Equitable Asset Management Group.

Equitable Asset Management Group is comprised of the investment personnel of the Equitable Life Insurance Company of Canada. The management of investment assets has been an internal function since Equitable Life’s establishment in 1920 and has contributed to the company’s continued financial strength. Equitable Asset Management Group is currently managing the Money Market Fund.

Equitable Asset Management’s philosophy for approaching its investment decisions is driven by an understanding and appreciation for the value of employing a diverse set of asset classes.

We look forward to continued positive returns in the markets and for your clients, and welcome in 2011 with new funds to ‘balance’ our segregated fund product.

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