



Introducing Equitable Asset Management Group!

On January 10, 2011, Equitable Life® added six new and unique balanced funds to enhance its segregated fund line-up. One of the six new funds is the *Equitable Life Active Balanced ETF Portfolio fund*, managed internally by the 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. The fund is a natural extension of the existing efforts for the management of the general fund assets whereby our current approaches can be applied to meet the strategy of the fund. Equitable Asset Management Group also manages the Money Market Fund.

Investment Philosophy

Whether they are managing Equitable Life's assets or the assets of our policyholders, the Group's investment philosophy is driven by an understanding and appreciation of the value that comes from employing a diverse set of asset classes.

As multi-asset managers the group believes that the key to the investment process lies within the asset mix decision. A disciplined approach to determining appropriate asset allocation within a defined investment opportunity set is paramount to exploiting relative value between investment classes and achieving optimal risk-adjusted returns.

About the Equitable Life Active Balanced ETF Portfolio fund

The fund can be viewed as a core portfolio holding as it seeks to achieve long term capital appreciation and income by investing in a diversified portfolio comprised primarily of bonds, equity, and real estate related investments. The portfolio, at times, may assume limited exposures to commodity related investments or other alternative asset classes.

The fund will actively manage allocations between the different asset classes of bonds, equities and real estate based on the relative attractiveness of each category determined by market conditions and the manager's expectations for the performance of that asset class. An exciting feature of the fund is its use of Exchange Traded Funds (ETFs) as the underlying investments in the portfolio. ETFs have gained significant popularity among investors in recent years due to their ability to replicate an investment in anything ranging from a broad based stock or bond index down to a single commodity or currency. The wide variety of investment options and their ease of use make ETFs a desirable diversification and asset allocation management tool.

We look forward to continued positive returns in the markets and for your clients, and welcome in 2011 with new funds to 'balance' Equitable Life's segregated fund products.