


Equitable Life launches redesigned Website

Equitable Life of Canada® recently introduced a new look for its corporate Website at www.equitable.ca.

In addition to conveying a clear, consistent look and feel, the new site is designed with our key audiences in mind—policyholders, potential customers, advisors, and group plan administrators and members. All the navigation features are designed to make it easier for them to find what—or who—they’re looking for, so they can make informed decisions about their individual and group financial needs.

The site includes a number of new features and functionality. The new site:

- Is easier to navigate with a bilingual search function to help visitors find what and who they are looking for;
- Includes links to our social media sites to allow people to stay up to date on developments at the Equitable Life®;
- Supports graphics, rich media and video; and
- Allows the visually impaired to navigate the site and get the information they need.



The screenshot shows the Equitable Life of Canada website interface. Callout boxes point to various features:

- EquiNet:** A quick link to our Advisor site.
- Bilingual Search:** Helps visitors find the information they need.
- Top Navigation Bar:** Includes links to information about our Company, our products, and how to get in touch with us, along with drop down menus for easy navigation.
- Tab pages targeted at each key audience:** Each tab page includes quick links to the pages that each audience, including advisors, will most likely want to visit.
- News:** Highlights our most recent and timely news and announcements.
- Follow us:** Links to our social media sites, including Facebook and LinkedIn.

Questions?

If you have any questions about the new Website, or if you can't find what you're looking for, contact:

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