

The "Take 5 and Win \$500" Sweepstakes (the "Contest") is sponsored by The Canada Life Assurance Company (the "Sponsor"). The Contest begins on January 25, 2012 and ends on November 20, 2012 (the "Contest Period").

1. HOW TO ENTER: No Purchase Necessary. Commencing on or about 10:00AM (ET) January 25, 2012 to 11:59:59 AM (ET) November 20, 2012, visit the Canada Life link on your alumni association website and select the "Take 5 and Win \$500" Contest icon. Use the Get a Quote function and complete the Official Entry Form with your full name, email address, street address, city, province, postal code, and daytime phone number. Check the box to confirm you have read, and agree to be bound by the Official Contest Rules & Regulations. Select the "submit" icon and you will be automatically entered into the Contest. All entries must be received on or before 11:59:59 AM (ET) on November 20, 2012, (the "Contest Closing Date"). Only one (1) e-mail address may be used by any person to participate in the Contest. Limit one (1) entry per person.

2. ELIGIBILITY: To enter and be eligible to win, a person must be a legal resident of Canada who has reached the age of majority in the jurisdiction in which he/she resides and who is not an employee, representative or agent of the Sponsor, the independent contest administrator, or their affiliated and related companies and, if applicable, their respective advertising or promotion agencies, dealers, and members of the immediate families of, or persons domiciled with, any of the above. In these Official Contest Rules & Regulations, "immediate family" means mother, father, brothers, sisters, sons, daughters and/or legal or common-law spouse. This contest is open only to individuals who directly receive insurance offers from Canada Life in connection with or as a result of their alumni affiliation.

3. PRIZES: There is a single Grand Prize available to be won, consisting of one (1) \$500 gift card for The Home Depot. The Grand Prize must be accepted as awarded without substitution and is not transferable, or convertible to cash. The Sponsor reserves the right, in the event that a Grand Prize or any component of a Grand Prize cannot be awarded as described for any reason, to substitute another prize of equal or greater value without liability.

4. DRAWS: On December 10, 2012 (the "Draw Date") at approximately 12:00 PM (ET) in Toronto, Ontario, one (1) entry will be randomly selected from among all eligible entries received on or before the Contest Closing Date as a potential Grand Prize winner. Odds of being selected depend on the total number of eligible entries received during the Contest Period. The selected entrant will be contacted by courier, mail or telephone within ten (10) days of the Draw Date. If the selected entrant cannot be contacted by courier, mail or telephone within ten (10) days of the Draw Date or if a package sent via courier or mail is returned as undeliverable, said selected entrant will be disqualified and another entrant will be randomly selected until such time as contact is made by courier, mail or telephone with a selected entrant or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

5. AWARDING OF PRIZES: Before being declared a winner, the selected entrant must first correctly answer without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question posed by courier, mail, electronic mail or telephone. If the selected entrant's answer to the mathematical skill-testing question is incorrect, he/she will be disqualified and another entrant will be randomly

selected until such time as there is a confirmed winner or there are no more eligible entries, whichever comes first. The selected entrant will also be required to sign a Declaration and Release Form (the "Release Form") confirming compliance with the Official Contest Rules & Regulations, acceptance of the prize as awarded, without substitution, and releasing the Sponsor, the independent contest administrator, and their affiliated and related companies, their dealers, and their respective shareholders, directors, officers, employees, agents, representatives, successors and assigns, and, if applicable, their respective advertising or promotion agencies from any liability in connection with the prize or this Contest. The Release Form must be returned within the time period specified on the Release Form or the prize may be forfeited. The prize will be delivered to the address on the Release Form within four (4) to six (6) weeks of receipt of the fully and correctly completed Release Form.

6. NAME/IMAGE OF WINNERS: By entering, the winner consents to the use of his/her name, address (city and province) and/or photograph without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to this Contest.

7. The Sponsor and the independent contest administrator accept no responsibility for loss, damage or claims caused by or resulting from the Contest or acceptance of any prize.

8. The Sponsor and the independent contest administrator are not responsible for: (i) late-received, illegible, incomplete, falsified, destroyed, unintelligible, incomplete, lost, irretrievable or misdirected entries and all such entries are void; (ii) entries which fail to comply with these Official Contest Rules & Regulations and all such entries are void; or (iii) any failure of the website during the Contest, including any problems or technical malfunction of any computer on-line systems, servers, access providers, computer equipment, software, failure of any email or entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any material in the Contest, all of which may affect a person's ability to participate in the Contest. Entry materials/data that have been tampered with or altered are void. In the event it is determined that an entrant has entered or registered in a fashion not sanctioned by the Official Contest Rules & Regulations, the entrant will be disqualified and all of the entries submitted by the entrant will be disqualified.

9. The Sponsor reserves the right for any reason, with the consent of the Régie des alcools, des courses et des jeux, to terminate or suspend this Contest or to amend the Official Contest Rules & Regulations at any time and in any way, without prior notice.

10. In the event of a dispute, online entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. If the identity of an online entrant is disputed, the authorized account holder associated with the email account at the time of entry will be deemed to be the entrant. A selected entrant may be required to provide proof that he/she is the authorized account holder of the

email address associated with the selected entry name change. The sole determinant of the time for the purposes of a valid online entry in this Contest will be the Contest server machine(s).

11. All entries become the permanent property of the Sponsor and none will be returned. No correspondence will be entered into except with the selected entrants. This Contest is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws.

12. For Quebec residents only, any litigation respecting the conduct or organization of a publicity Contest in Québec may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie des alcools, des courses et des jeux only for the purpose of helping the parties reach a settlement. Fees under Quebec law have been paid.

13. The Sponsor respects your right to privacy. We will only use the information you provide to conduct the Contest. By entering the Contest, each entrant consents to the Sponsor, the independent contest administrator, their agents and/or representatives storing, sharing and using the personal information submitted with his/her entry only for the purpose of administering the Contest unless the entrant otherwise agrees. Any questions regarding the Sponsor's privacy policy should be addressed to: Chief Compliance Officer, The Canada Life Assurance Company.