

## News Release

**FOR IMMEDIATE RELEASE**

**August 24, 2007**

### **Manulife launches interactive equestrian game on its Web site**

*Insurer invites public to learn more about the sport and win Olympic Games souvenirs*

**Hong Kong** — The start of the one-year countdown to the Beijing 2008 Olympic Games marked the online launch of an interactive game based on equestrianism — the only Olympic Games event to be staged outside mainland China and the first ever to be held in Hong Kong.

Called the “Manulife Master Cup”, the unique new game is now ready to be played on the Company’s Olympic Games Web site at [www.manulife.com.hk/olympicsponsorship/](http://www.manulife.com.hk/olympicsponsorship/). The game will be accessible for people to enjoy the fun of online riding and acquaint themselves with the basics of the sport. And there are lots of commemorative Olympic Games souvenirs to be won.

Competing either as individuals or three-rider teams, the winners will be those who accumulate most “carrots” after negotiating the course — with carrots being awarded for clean jumps and fast finishing times. The contest is running now until October 1, 2007.

Commented Michael Huddart, Executive Vice President and General Manager, Hong Kong, Manulife (International) Limited: “We hope that this interactive equestrian game, apart from being great fun to play, will help the public learn a little more about equestrianism and enthuse them in readiness for this historic event — the first time Hong Kong will ever have hosted an Olympic competition.

“We expect to be adding more e-games to the site, which will also deliver breaking news about the Games, as well as information about Manulife’s Olympic Games sponsorship and related promotions. It is all part of our commitment to spreading the Olympic spirit, which so closely mirrors our own corporate values.”

“The Company’s theme for the Beijing 2008 Olympic Games is ‘Bringing Dreams to Life’,” added Mr. Huddart. “In the same way that the Olympic Games themselves bring dreams to life — for the athletes and nations competing at them, as well as sports enthusiasts all over the world — so we at Manulife are helping, through our efforts to provide financial security and peace of mind, to enable ordinary people to fulfill their dreams.”

As well as the equestrian game, the Web site features up-to-date news stories and images relating to the Olympic Games, articles on the Manulife-Olympic spirit, profiles of up-and-coming Hong Kong elite athletes, an interactive fun zone — which is where the game can be found — an online photo album, wallpaper and screen savers. So far, the site is attracting more than 20,000 visitors a month. More games will be added as the Olympic fever heats up, says Manulife.

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**About Manulife (International) Limited**

Manulife (International) Limited is a member of the Manulife Financial group of companies. Manulife Financial is a leading Canadian-based financial services group serving millions of customers in 19 countries and territories worldwide. Operating as Manulife Financial in Canada and Asia, and primarily through John Hancock in the United States, the Company offers clients a diverse range of financial protection products through its extensive network of employees, agents and distribution partners. Funds under management by Manulife Financial and its subsidiaries were Cdn\$410 billion (approximately HK\$3,016.4 billion) as at June 30, 2007.

Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE and PSE, and under '0945' on the SEHK. Manulife Financial can be found on the Internet at [www.manulife.com](http://www.manulife.com).

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