

Product Launch

Submitted by Josh on October 14, 2014 - 9:03am

NEW PRODUCTS AND EXISTING PRODUCT CHANGES

INFORMATION CIRCULAR

KEY DATES TO KNOW

Key dates	Description
October 14, 2014	Visit <u>www.launchcentral.empire.ca</u> for details regarding our
	new products, including marketing materials, and product closures
October 20, 2014	GIC applications posted on Launch Central and available to order
	Applications, Information Folders and Fund Facts for GIF
	75/100, GIF100/100 and Class Plus 2.1 posted on Launch
	Central and available to order
October 31, 2014	Elite/Elite XL Investment Program, Class Segregated Funds
after 4pm EST	and Class Plus 2 no longer open to new contracts
	Class Plus 2 \$25,000 maximum deposit limit, for remainder of
	2014 and for 2015, comes into effect
November 3, 2014	Empire Life launches new suite of investment products,
	 pending regulatory approval: Empire Life Guaranteed Investment Funds 75/100
	Empire Life Guaranteed Investment Funds 100/100 Empire Life Guaranteed Investment Funds 100/100
	Class Plus 2.1
	Empire Life Guaranteed Interest Contract
	Marketing materials available to order
	Consumer notice posted to empire.ca website
Late January 2015	Customers receive notification of Annual Fund Fee Rate
	increase for Class Plus 2 on December 31, 2014 annual statement
January 30, 2015	Increased Annual Fund Fee Rates for Class Plus 2 are collected
January 31, 2015	Final day for T2033 funds to be received into Elite, Elite XL
	and Class Segregated Fund policies for T2033s received by
	Citi in good order before the October 31, 2014 deadline

A description of the key features of the individual variable insurance contract is contained in the Information Folder for the product being considered. Any amount that is allocated to a Segregated Fund is invested at the risk of the contract owner and may increase or decrease in value.

Attachment Size Type

Empire Life New Product Launch Circular (PDF) 136.8 KB application/pdf

Source URL: https://www.globalpacific.com/bulletins/empire-life/2014-10-14/product-launch