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News Release

For immediate release

FaithLife Financial compelled to help Peruvian earthquake victims

WATERLOO, ONTARIO – FaithLife Financial has responded to Canadian Lutheran World Relief’s (CLWR) emergency appeal for help with a \$10,000 donation for their relief efforts in Peru. With vulnerable rural areas shattered by the massive earthquake, FaithLife Financial looks to one of its long-time partners to support victims through their existing network in the region.

“We are moved by the extent of devastation caused by this massive quake. While the immediate incident has passed, the long-term impact is clear. The members of our organization want to reach out and provide ongoing food and shelter while homes and churches are rebuilt,” expressed Dr. Dieter Kays, FaithLife Financial’s President and Chief Executive Officer.

Robert Granke, CLWR Executive Director confirmed that “our organization’s long-term presence and established relationships with local partners in Peru will ensure that this donation from Faithlife Financial can be used to alleviate the most urgent needs of people affected”.

In Peru, 3.8 million people live in extreme poverty, on less than \$1 a day -- 2.1 million of them children, according to UNICEF. “Clearly this is an opportunity for our organization to live our Christian values in building a better world. While our organization is Canada-based, our faith knows no borders,” added Dr. Kays.

FaithLife Financial is a not-for-profit financial services organization serving Canadian Christians. It helps its members live their faith while managing their finances, protecting their families and serving others. FaithLife Financial is distinct from commercial insurers because earnings flow back to its members through benefits that assist their families, congregations and people in need worldwide. FaithLife Financial operates in British Columbia, Alberta, Saskatchewan, Manitoba and Ontario.

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August 22, 2007
Attachment: FaithLife Financial Backgrounder

FaithLife Financial

BACKGROUND

About FaithLife Financial

FaithLife Financial is a not-for-profit financial services organization serving Canadian Christians. We help our members live their faith while managing their finances, protecting their families and serving others. We're different from commercial insurance companies because earnings flow back to our members as well as their congregations, communities and charitable causes, through special benefits and programs.

Fast Facts

as of June 1, 2007

Members: 31,000

Provinces served: British Columbia, Alberta, Saskatchewan, Manitoba and Ontario.

Affiliation: Although FaithLife Financial serves Christian communities, it operates independently of any church body.

2006 Total Premium, Investment and Fees Income: \$41.6 million

Life Insurance in Force: more than \$1.8 billion

Total Assets under Administration: \$500 million

In 2006:

- A combined total value of approximately \$2.1 million was contributed to the Christian community through our charitable outreach, matching grants, funds raised by member-volunteers and the dollar value of their time.
- Member volunteers contributed 28,000 hours of Christian service — worth more than \$420,000 in equivalent dollar value* — to their congregations and communities.
- We provided more than \$1 million in special benefits to our members and the Christian community we serve.
- We gave corporate donations totaling more than \$90,000 to organizations that offer health, community and family support services.

*Calculations made using the rate recommended by The Canadian Centre for Philanthropy

Here are just some of the organizations that have received assistance from FaithLife Financial and its members:

Canadian Lutheran World Relief
World Vision
Habitat for Humanity

Women Alive
Promise Keepers Canada
United Way

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