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News Release

For immediate release

FaithLife Financial sends aid to support Pakistan flood relief

WATERLOO, ONTARIO – FaithLife Financial has responded to the flooding which continues in northern Pakistan, with a \$10,000 commitment, half of which has been sent to Canadian Lutheran World Relief (1.800.661.2597) and half to World Vision (info@worldvision.ca).

With almost 1500 deaths and close to 20 million people without food or shelter, the situation in the region is desperate as the monsoon season continues. The primary focus in this disaster is helping women and children who are most at risk for disease.

“One thing we can all do is pray, but the Pakistani people need our monetary gifts,” says Dr. Dieter Kays, FaithLife Financial’s President and Chief Executive Officer. “We would challenge every Canadian to do whatever they can. Our thoughts are with the people of Pakistan and we pray that our contribution, combined with other international aid, will help in these difficult times.”

FaithLife Financial is a not-for-profit, member-based financial services organization that provides insurance and investment solutions to more than 31,000 members. It administers assets of \$440 million and has over \$2.2 billion of in-force insurance. The organization reinvests its earnings in programs that support members, their congregations and communities, as well as people in need worldwide. Its mission is to help Canadian Christians protect their financial future, live their Christian values and build a better world.

August 19, 2010