

For Immediate Release

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Manulife Financial Updates Mobile Packing App with Travel Journal, Photo Sharing

Updated Mobile App allows customers to capture and share travel memories

Waterloo - Manulife Financial is pleased to announce a series of updates to its award-winning CoverMe™ Mobile Packing App, including the addition of a Travel Journal that allows users to check-in to locations, search for landmarks and bookmark where they want to go, and create personal journal entries and share them on Facebook.

Designed in partnership with Delvinia, the updated Packing App maintains the existing packing list functionality and the ability for consumers to purchase the CoverMe Travel Single-Trip Emergency Medical insurance plan at an affordable daily flat rate, directly from their smartphones.

“We wanted to take the user experience and extend it for the entire trip,” said Bob Doyle, Manulife Financial’s Director, Strategic Marketing. “With the new additions to the app, we’re giving users a one-stop utility where they can purchase travel insurance, create a packing list, and then capture their memories on the trip and share them socially at that very moment.”

Available for iOS devices, the app is designed to help travelers with the process of planning and packing for their trips, and to document their travels. In addition to creating customized travel packing lists from categories like Important Documents, Clothing, Toiletries, and most importantly CoverMe Travel insurance, users can also utilize the following new Travel Journal features:

- An integrated map functionality with search and mobile location services
- Check-in to places while on their travels
- Pin places they’ve visited and add journal entries, including photos and tags of friends
- Share journal entries to Facebook and post their location on Twitter
- Bookmark places they wish to travel to
- Get directions and suggestions of places to visit close to where they are

Created to complement the CoverMe™ Travel mobile website, the Packing App has won a total of five awards since its release in December 2011, the most recent of which include an International Stevie Award and a Davey Award.

The CoverMe Packing App can be downloaded from the iTunes Store and the CoverMe mobile site can be viewed at m.coverme.com.

About Affinity Markets

Affinity Markets is a division of Manulife Financial that offers a broad range of life, disability, creditor, health and travel insurance directly to the consumer and through professional and alumni associations, retiree organizations, financial institutions, retailers, travel groups, agents and other specialty distribution channels. With over 200 partner sponsors, insuring over 1 million Canadians, Manulife Financial's Affinity Markets is the leader in the affinity marketplace for health, life and travel insurance.

About Manulife Financial

Manulife Financial is a leading Canada-based financial services group with principal operations in Asia, Canada and the United States. In 2012, we celebrate 125 years of providing clients strong, reliable, trustworthy and forward-thinking solutions for their most significant financial decisions. Our international network of employees, agents and distribution partners offers financial protection and wealth management products and services to millions of clients. We also provide asset management services to institutional customers. Funds under management by Manulife Financial and its subsidiaries were C\$514 billion (US\$504 billion) as at June 30, 2012. The Company operates as Manulife Financial in Canada and Asia and primarily as John Hancock in the United States.

Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE and PSE, and under '945' on the SEHK.

Manulife Financial can be found on the Internet at Manulife.com.

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