

For Immediate Release

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Manulife Financial Makes Travel Insurance Convenient and Easy

New mobile website and app simplifies trip planning for customers

Waterloo - Today, Manulife Financial announced a new mobile website and travel app that will make it easy and convenient for customers to purchase the newly created CoverMe™ Travel Single-Trip Emergency Medical plan at an affordable daily flat rate, directly from their smartphone.

Coverme.com is Affinity Market's direct-to-consumer website which has recently undergone an award-winning redesign to improve the online customer experience. The development of the mobile site and travel app are further enhancements for online customers.

"Our experience indicates that more than half of travel insurance purchases are made at the last minute," said Gavin Robinson, Senior Vice President and General Manager, Affinity Markets. "Recognizing customers are increasingly looking to use their smartphones to complete online transactions, the new CoverMe Travel mobile site extends our ability to offer affordable coverage whenever and wherever our customers need it."

The **CoverMe™ Packing App** helps travelers with the process of planning and packing for their trips. It allows users to create customized travel packing lists from categories such as Important Documents, Clothing, Toiletries and Travel Insurance. Travelers can create new categories and can check items off their customized list as they pack. Lists are saved and can be repurposed to ease the packing process for future trips.

"With the CoverMe Packing App, we're able to improve the travel experience in a new way," said Robinson. "By helping customers prepare for their trips, in addition to offering convenient options for the purchase of travel insurance, we hope to ease some of the stress associated with traveling."

The CoverMe Travel mobile website is compatible with a variety of Apple, Blackberry and Android devices and can be viewed at m.coverme.com. The **CoverMe Packing App** which is currently available to download for free from the iTunes Store is compatible with the iPhone 3 & 4 and the iPad 1 & 2.

January 2013 Update

The latest release of the **CoverMe Packing App** which is currently available to download for free from the iTunes Store has been upgraded to be compatible with the latest iPhone 4S & 5 devices available from Apple.

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 operating in 21 countries and territories worldwide. For more than 120 years, clients have looked to Manulife for 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 provide asset management services to institutional customers worldwide as well as reinsurance solutions, specializing in property and casualty retrocession. Funds under management by Manulife Financial and its subsidiaries were C\$492 billion (US\$473 billion) as at September 30, 2011. 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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