

## Home and auto insurance to be made available to Sun Life Financial customers in Canada through belairdirect

TORONTO, Nov. 27, 2013 /CNW/ - Sun Life Assurance Company of Canada and Intact Financial Corporation announced today a referral arrangement to provide Sun Life's customers in Canada with access to belairdirect's home and auto insurance offerings through their websites and call centres.

"Our customers are at the heart of everything we do," said Kevin Dougherty, President, Sun Life Financial Canada. "When we asked them what new products they would like us to make available, home and auto were at the top of the list. This offering by belairdirect is another way we are listening and responding to the needs of our customers."

"We are pleased to partner with a leading provider of financial solutions to meet a key need of their customers," said Louis Gagnon, President and Chief Operating Officer of Intact Financial Corporation. "This agreement with one of Canada's most trusted brands in financial services follows an extensive selection process and constitutes a significant endorsement of the quality and competitiveness of the belairdirect offering and its customer orientation."

"The similarities and ease of doing business between the belairdirect customer service platforms with those of Sun Life Financial's web and call centres have also been a key factor in our decision to partner with belairdirect," added Kevin Dougherty.

The program will be initially launched in Quebec and Ontario starting in December and will be extended to other provinces throughout 2014.

### About Sun Life Financial

Sun Life Assurance Company of Canada is a member of the Sun Life Financial group of companies.

Sun Life Financial is a leading international financial services organization providing a diverse range of protection and wealth accumulation products and services to individuals and corporate customers. Sun Life Financial and its partners have operations in key markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, Australia, Singapore, Vietnam, Malaysia and Bermuda. As of September 30, 2013, the Sun Life Financial group of companies had total assets under management of \$590 billion.

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

### About belairdirect

**belairdirect** has been offering home and car insurance products for more than 50 years directly to consumers. It offers a simple but complete solution, allowing customers to communicate with a licensed agent by phone, online, or face-to face through its network of branches. **belairdirect** was the first property and casualty insurer to sell insurance products online ([www.belairdirect.com](http://www.belairdirect.com)), attesting to the company's innovative character. **belairdirect** is a member of Intact Financial Corporation (TSX : IFC), the largest provider of property and casualty insurance in Canada.

SOURCE Sun Life Financial Canada  
For further information:

### Media Relations Contact:

Frank Switzer  
Sun Life Financial  
416-979-4086  
[Frank.Switzer@sunlife.com](mailto:Frank.Switzer@sunlife.com)

Nathalie Hansen  
belairdirect  
514 270-1700 ext. 60440  
[Nathalie.Hansen@belairdirect.com](mailto:Nathalie.Hansen@belairdirect.com)

### Investor Relations Contact:

Phil Malek

Sun Life Financial  
416-979-4198  
[Investor.Relations@sunlife.com](mailto:Investor.Relations@sunlife.com)

Dennis Westfall  
Intact Financial Corporation  
416.344.8004  
[Dennis.Westfall@intact.net](mailto:Dennis.Westfall@intact.net)

---

<https://newsroom.intactfc.com/2013-11-27-Home-and-auto-insurance-to-be-made-available-to-Sun-Life-Financial-customers-in-Canada-through-belairdirect>