



Canada Life now offering CITS-approved business-to-business data feed

Toronto, Ontario, June 2, 2008... Canada Life is now offering a new CITS-approved pending data feed to managing general agencies (MGAs) and national accounts that do business with the company.

The enhanced one-stop service enables distributors to get the information they need about pending new business for individual insurance products with outstanding underwriting requirements, and allows distributors to integrate the information into their own back-office system. The new feed also eliminates hours of manual data entry, freeing up valuable back office resources.

“We are very pleased to offer this new service,” said Phil Marsillo, Senior Vice-President, Distribution at Canada Life. “This is another example of our ongoing efforts to make it easier for distributors to do business with us as a provider of insurance and investment solutions, and add value for them.”

The new pending data feed exceeds the Canadian Insurance Transaction Standardization (CITS) standard and includes case co-ordinator, underwriter and underwriting information that distributors need before applications can be issued as policies.

Developing a CITS-approved pending data feed was part of Canada Life’s active involvement in an industry initiative with the Canadian Life Insurance EDI Standards Association (CLIEIDIS); the Canadian Association of Individual Life Brokerage Agencies (CAILBA); and MGAs and national accounts that do business with Canada Life.

“Our current users will have the choice of making the switch to the new feed immediately, or keeping their existing feed in the interim,” added Marsillo. Any new business-to-business feed recipients will receive Canada Life’s new CITS-approved feed.

Canada Life, which provides over 40 B2B feeds to more than 20 recipients on a daily basis, began providing pending data B2B feeds in 2003.

The Canada Life Assurance Company, established in 1847, is Canada’s oldest life insurance company. Through a distribution channel of managing general agencies, national accounts and independent advisors, Canada Life provides a wide range of retirement savings and income plans as well as life, disability and critical illness insurance for individuals and families.

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For further information contact:

Marlene Klassen, APR
Assistant Vice-President, Communication Services
(204) 946-7705