



FOR IMMEDIATE RELEASE

MSIG Insurance Launch Medical Insurance for StemCord Customers in Exclusive Distribution Partnership with Manulife Singapore

StemShield to cover medical costs of stem cell transplants using stored cord blood stem cells

Singapore, 28th July 2008 – Manulife (Singapore) Pte Ltd (“Manulife Singapore”) and MSIG Insurance (Singapore) Pte Ltd (“MSIG Insurance”) today launched an exclusive medical insurance, StemShield, for customers registered with StemCord Pte Ltd (“StemCord”), Singapore’s first autologous¹, private cord blood bank licensed by the Singapore Ministry of Health.

Specially designed for existing and future customers of StemCord, StemShield covers the medical costs of stem cell transplants performed on the insured’s child using his/her stored cord blood stem cells for the illnesses covered under the plan.

To be eligible for cover, a child of StemCord customers must be aged 180 days and below. The insurance is also automatically extended to an insured child’s natural siblings aged below 22 years.

Available in three plans, StemCord customers have the option of choosing a cover to suit different budgets.

- Platinum Plan, costing S\$180 a year in premium, covers costs of hospital, surgical and related services for stem cell transplants to treat the 67 covered illnesses, capped to an overall limit of S\$200,000.
- Gold Plan, at S\$100 a year, will provide the same coverage as the Platinum plan up to an overall limit of S\$100,000.
- There is also the Classic Plan, at only S\$50 a year, covering up to S\$50,000.

All three plans cover all inpatient and outpatient expenses incurred up to 90 days following discharge from hospital.

This new medical insurance comes at a time of an upward shift in healthcare costs. “Rising costs in the current healthcare landscape increases the urgency for financial security and peace of mind protection,” said Margaret Yang, CEO of MSIG Insurance.

“StemShield is a valuable addition to our family,” said Dr Ang Peng Tiam, Medical Director and co-Founder of StemCord. “With StemShield, parents who bank their child’s cord blood with StemCord can have a comprehensive insurance coverage that gives financial support to a possibly life-saving form of medical treatment.”

“We applaud our agency branch, Synergy Financial Planners, for taking this initiative to help StemCord’s customers secure protection and peace of mind with StemShield,” said Darren Thomson, CEO of Manulife Singapore. “Manulife is constantly enhancing our product offerings and services to cater to the needs of Singaporeans and I’m delighted that this win-win-win partnership with MSIG Insurance and StemCord affirms our commitment to bring value to customers.”

¹ Stem cells transplants from the individual’s own stem cells



Yang added, "I am pleased that MSIG Insurance is the insurer of choice to underwrite StemShield, resulting in the opportunity to develop a unique quality product to meet specific client's requirements."

StemShield is underwritten by MSIG Insurance and distributed by Synergy Financial Planners Branch representing Manulife (Singapore) Pte Ltd, a Manulife Financial company.

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Terms and conditions apply. Product information is provided by MSIG Insurance (Singapore) Pte Ltd for reference only. You should seek advice from a qualified advisor if in doubt. Buying health insurance products that are not suitable for you may impact your ability to finance future healthcare needs.

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About MSIG Insurance

MSIG Insurance, a member of the Mitsui Sumitomo Insurance Group, is one of Singapore's leading general insurers with over 100 years of expertise and experience. The company is ISO 9001:2000 certified with "AA-/stable" financial rating by Standard & Poor's. Its holding company, Mitsui Sumitomo Insurance Co., Ltd., with worldwide net premiums exceeding US\$12.7 billion and total assets of more than US\$76.6 billion, as at 31 March 2007, is one of the most established insurance organisations in Japan. The Group operates globally in over 40 countries of which 16 are in Asia. It has strong financial ratings from Standard & Poor's ("AA/stable"), Moody's ("Aa3") and AM Best ("A+"). More information about MSIG Insurance is available at www.msig.com.sg.

About Manulife Financial

Manulife Financial is a leading Canadian-based financial services group serving millions of customers in 19 countries and territories worldwide. Operating as Manulife Financial in Canada and Asia, and primarily through John Hancock in the United States, the Company offers clients a diverse range of financial protection products and wealth management services through its extensive network of employees, agents and distribution partners. Funds under management by Manulife Financial and its subsidiaries were Cdn\$400 billion (US\$389 billion) as at March 31, 2008.

The financial strength of Manulife Financial's insurance subsidiaries, including Manulife (International) Limited, is rated "AAA" by Standard & Poor's Rating Services, the highest level available.

Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE an PSE, and under '0945' on the SEHK. Manulife Financial can be found on the Internet at www.manulife.com.

About StemCord

StemCord Pte Ltd is Singapore's first autologous, private cord blood bank licensed by Singapore Ministry of Health. Opened since 6 March 2002, StemCord has been the pioneering laboratory in Singapore to provide the technology and service for everyone who wishes to bank their newborn's cord blood.

Using the stringent criteria set by the American Association of Blood Banks, StemCord protects the viability of the stem cells stored with it. The company has over 14,000 cord blood samples processed and stored at its own dedicated laboratory and storage facilities and is now the largest private cord blood bank in Singapore. For more information about StemCord, visit www.stemcord.com.