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## **Transamerica Life Canada Strengthens Strategic Focus on Life Business**

Toronto, January 18, 2012 -- Transamerica Life Canada ("Transamerica") today announced changes to its investment product offerings in order to strengthen its strategic focus on the life and protection market.

Effective today, Transamerica will stop offering its *Five for Life* investment product. The company will continue to service existing contracts including accepting new deposits of up to \$25,000. Transamerica's TGIF, GIA (Guaranteed Interest Account), SPIA (Single Premium Immediate Annuity) and mutual funds remain available for purchase and deposits. However, Sales and Marketing support for investment products will be discontinued.

"This rebalancing of our overall product offering is part of Transamerica's strategy to focus on the activities that contribute to our sustainable growth and enhance our position in our chosen market," said Doug Brooks, President and Chief Executive Officer. "We will continue to service all our investment products to our customary high standards. Further, we remain committed to delivering increasingly robust service to our distributors, advisors and consumers on the life and protection side of the business, as Transamerica has done for over 80 years. With this change, we are increasing our capacity to respond to our insurance customers' needs, to provide a more meaningful customer experience, and to continue delivering on our promises for years to come."

As of September 2011, Transamerica held more than \$2.4 billion in its segregated funds and had received more than \$179 million in new deposits during the first 9 months of the year.

### **Driven to serve distributors and advisors like no one else**

Central to Transamerica's growth strategy is the breadth and depth of service provided to distributors and advisors across Canada. Transamerica is a leader in helping distributors and advisors grow their insurance practices both in terms of revenue and attracting new professionals to the industry.

As an AEGON company, Transamerica will continue to leverage the investment management expertise of AEGON Capital Management (ACM) for funds held in insurance policies. ACM is the Canadian arm of AEGON Asset Management, one of the world's largest asset management companies (Towers Watson Survey 2010).

### Summary of deposit and activity caps

<b>Five for Life</b>	Closed to new sales Additional deposits capped at \$25,000 for the remainder of 2012
<b>TGIF, GIA, SPIA</b>	Available for new sales
<b>imaxxGIF, TIP, GROWSafe<sup>2</sup></b>	Not available for new sales Additional deposits capped at \$25,000 for the remainder of 2012

Full information about changes to these products can be found at [www.transamerica.ca](http://www.transamerica.ca)

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### About Transamerica Life Canada's Segregated Funds

Five *for* Life is a segregated fund contract that offers a Guaranteed Lifetime Withdrawal Benefit (GLWB) as well as a death benefit.

TGIF is a segregated fund contract that offers only a death benefit.

### About Transamerica Life Canada

Transamerica Life Canada is one of Canada's leading individual life insurance providers. Through a national network of independent distributors and advisors, Transamerica Life Canada helps people take responsibility for their financial future.

In 2011, Transamerica Life Canada had more than \$700 million in gross life premium revenue and by the end of the year the Company had more than 535,000 policies in-force with more than \$165 billion of insurance coverage.

Transamerica Life Canada is an AEGON company. AEGON, an international life insurance, pension and asset management company based in The Hague, has businesses in over twenty markets in the Americas, Europe and Asia.

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