

SUN LIFE FINANCIAL ANNOUNCES INCENTIVES FOR CANADIAN DIVIDEND REINVESTMENT AND SHARE PURCHASE PLAN PARTICIPANTS

Sun Life Financial Inc. is pleased to announce amendments to its Canadian Dividend Reinvestment and Share Purchase Plan (the "Plan"). The three major Plan changes are:

1. Subject to Toronto Stock Exchange (TSX) approval, Sun Life may issue common shares from treasury at a discount to the average market price to dividend reinvestment participants. At this time and until further notice, the discount will be 2%. To date, common shares issued under the Plan have been purchased through the TSX with no discount to the average market price.
2. Canadian-resident preferred shareholders will be able to participate in the Plan by electing to have dividends paid on their preferred shares reinvested in common shares of Sun Life Financial Inc.
3. Sun Life has also agreed to pay, on behalf of Plan participants, all fees associated with the Plan, other than brokerage commission payable on the sale of common shares held through the Plan.

The changes will be effective starting with the dividends payable on June 30, 2009 to common and preferred shareholders of record on May 27, 2009. The revised Plan is contained in the Amended and Restated Offering Circular which is available at www.sunlife.com or www.cibcmellon.com.

Sun Life may amend or cancel the discount at any time, and Sun Life will continue to determine whether common shares will be purchased under the Plan through the TSX (in which case the discount will not apply) or be newly-issued from treasury. No discount will apply on common shares acquired by participants through optional cash purchases.

Canadian-resident common and preferred shareholders who wish to enroll in the Plan in time for the June 30, 2009 dividend payment must have their enrollment forms received by CIBC Mellon Trust Company before the close of business on May 27, 2009.

If you hold common or preferred shares through an intermediary such as a financial institution or broker and wish to participate, please contact your intermediary for instructions.

Sincerely,

Shareholder Services