



Sun Life
STADIUM



2269 Dan Marino Boulevard
Miami Gardens, FL 33056
(305) 623-6100 • SunLifeStadium.com

FOR IMMEDIATE RELEASE

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SUN LIFE STADIUM NAMED

Sun Life Financial and the Miami Dolphins Announce New Naming Rights and Sponsorship Agreement

Miami Gardens (January 20, 2010)—The Miami Dolphins and the U.S. division of Sun Life Financial Inc. (NYSE: SLF, TSX: SLF) announced today a new multi-dimensional partnership that will result in the team playing in what is now called the “Sun Life Stadium.” In addition to acquiring naming and sponsorship rights, which will be in effect for this year’s Pro Bowl and Super Bowl, Sun Life Financial, a leading international financial services organization, will make Miami and South Florida a major part of a multi-city philanthropic endeavor through an annual partnership with the Miami Dolphins Foundation.

Sun Life will promote the stadium as the “Official Home of the Miami Dolphins” and the company as the “Official Insurance Partner of the Miami Dolphins” as well as the “Official Wealth Management Services Partner of the Miami Dolphins.” The Sun Life Stadium logo will appear on printed promotional materials related to the stadium, all paper tickets, and stadium signage. The name will also be heard on announcements over the public address system and on electronic message boards at Dolphins home games and other events at the stadium. Signage will be in place for both the 2010 Pro Bowl and Super Bowl.

The partnership’s impact will be felt beyond the stadium and into the South Florida community. The two organizations will team up to bring the Sun Life Rising Star Awards program to South Florida through an annual donation to the Miami Dolphins Foundation. The program will provide four nonprofit organizations focused on engaging students in their educational path with a \$50,000 donation. Additionally, one senior student in each organization will receive a \$5,000 scholarship to use toward college tuition.



The announcement was made at a morning press conference on the field, where Dolphins Chief Executive Officer Mike Dee announced their first major off-season acquisition. Dee presented company officials with a ceremonial Dolphins jersey, and the new stadium logo was unveiled on the stadium's high-definition video boards and LED ribbon board. The logo contains the signature Sun Life Financial globe with the new name of the stadium.

“As Sun Life’s tagline will tell you, ‘sooner or later you’ll get to know their name,’ ” Dee said. “The decision to partner with the Dolphins to brand such a long-standing institution reflects the national and international prominence of the Dolphins and the stadium. In Sun Life, we have also found a partner that embraces our commitment to the community and the importance of giving back to the South Florida region.”

Wes Thompson, President, Sun Life Financial U.S., said this agreement with the Dolphins, and investment in South Florida, is part of Sun Life’s commitment to establish its brand among key consumers and business partners and to continue to raise the company’s profile through a national marketing campaign. Thompson also thanked Fenway Sports Group for helping reacquaint Sun Life with Dee and opening the door to the partnership.

“This partnership is a touchdown for both Sun Life and the Dolphins,” Thompson said. “It combines the strength and stability of the Sun Life brand with a storied Miami Dolphins franchise and a premier stadium venue in a vibrant community. It maximizes our television and media exposure and allows Sun Life’s business units worldwide to participate in and benefit from the naming rights agreement.”

Priscilla Brown, Senior Vice President and head of U.S. marketing for Sun Life, reinforced the company’s commitment to the Miami-area and neighboring communities.

“As part of our commitment to this community and region, Sun Life will invest \$250,000 in the Miami Dolphins Foundation annually,” Brown said. “Like the Dolphins, Sun Life Financial is committed to the communities where it does business. In fact, we are also announcing that southern Florida will be part of our major, multi-city philanthropic endeavor, the Sun Life Rising Star Awards.”



The Sun Life Rising Star Awards program is geared toward recognizing and rewarding exceptional at-risk youth and the nonprofit organizations that provide them with academic support and encourage personal development. Sun Life Financial is investing more than \$1 million in grants, scholarships, and financial education in six U.S. markets over the next year.

At the press conference, Brown talked about Sun Life's branding efforts, including a campaign focusing on national print ads showcasing the company's financial strength and on the launch of the company's first-ever national television advertising, featuring Karl and Miles, the "Sun Life guys." Commercials depict the Sun Life guys traveling the country, working hard to get people to know the Sun Life name—including trying to convince KC and the Sunshine Band to change its name to "KC and the Sun Life Band." Today's announcement featured a special performance by KC and the Sunshine Band.

"Sun Life Stadium" is now the name of the home of the Miami Dolphins, the University of Miami Hurricanes, the Florida Marlins, and the FedEx Orange Bowl. Sun Life Stadium will continue to host other world-class sporting events, concerts, and entertainment events. Since its construction, the stadium has hosted four Super Bowls, two World Series, and three BCS National Championship games. The stadium will host the upcoming Super Bowl XLIV and the 2010 Pro Bowl.

About Sun Life Financial

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. Chartered in 1865, Sun Life Financial and its partners today have operations in key markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, and Bermuda. As of September 30, 2009, the Sun Life Financial group of companies had total assets under management of US\$385.3 billion.

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE), and Philippine (PSE) stock exchanges under ticker symbol SLF. Visit Sun Life Financial's website at <http://www.sunlife.com/us/>.

Sun Life Stadium

Sun Life Stadium, located in Miami Gardens, Florida, is a world-class sports and entertainment facility that hosts a wide variety of events, including Miami Dolphins football, Florida Marlins baseball, the FedEx Orange Bowl, University of Miami football, international soccer, the 2010 NFL Pro Bowl, and



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Super Bowl XLIV. The stadium has also been home to two World Series, four NFL Super Bowls, four BCS national championships, and numerous big-name concerts, including The Police and Madonna. Owned by Miami Dolphins owner Stephen M. Ross, the Sun Life Stadium is the premier Stadium of the Americas. For more information, please visit www.SunLifeStadium.com.

For more information on the Sun Life Stadium, please visit <http://www.SunLifeStadium.com>.
For more information on Sun Life Financial, please visit <http://www.sunlife.com/us/>.

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*****FTP INFORMATION: FOR MEDIA ACCESSIBILITY ONLY*****

To access video of the announcement, please visit the following ftp site after 2 p.m. EST:

1. Go to <ftp://ftp.dfins.com>
2. Specify Username and Password (username = sunlife, password = stadium).

*****MULTIMEDIA NEWS RELEASE*****

For online access to media materials, please visit: <http://multivu.prnewswire.com/mnr/sun-life/41962/>

Fact Sheet

- Located in Miami Gardens, Florida, Sun Life Stadium is home to the Miami Dolphins, Florida Marlins, University of Miami football, FedEx Orange Bowl, the 2010 NFL Pro Bowl, and Super Bowl XLIV.
- The stadium has hosted four Super Bowls (five after the 2010 game and ten total for South Florida, which will be the most by any region), two Major League Baseball World Series, World Cup friendly matches, four College Football National Championships and a variety of other internationally acclaimed sporting and entertainment events.
- It opened in 1987 with 1.2 million square feet, over 24,000 parking spaces, 75,000 seats, and a playing field that met standards for the National Football League, Major League Baseball, and World Cup Soccer.
- Upon its grand opening, the stadium revolutionized the economics of professional sports. The construction of the stadium was financed by the Club Level and Executive Suites, and in return, season ticket holders received first-class amenities in a state-of-the-art facility, which is still a model for new facilities across the country.
- The stadium has been home to the Miami Dolphins since 1987 and to the Florida Marlins since 1995. It has been the site of the FedEx Orange Bowl game since 1996.
- It has hosted numerous world-class concerts, including U2, The Rolling Stones, Pink Floyd, Elton John, Billy Joel, Chicago, Genesis, Gloria Estefan, Guns N' Roses, The Who, Hall & Oates, Rod Stewart, Paul McCartney, The Three Tenors, The Police, and Madonna. In July 2010, U2 returns to the stadium as part of its 360 World Tour.
- The stadium underwent a \$250 million capital improvement project in 2007 with the addition of 360,000 square feet, a brand-new Club Level, refurbished luxury suites, new high-definition video boards and LED ribbon board, expanded gathering areas in the 100 and 400 levels, a new team store, and other general facility improvements.
- Technology is a differentiator for the stadium. It features two of the largest high-definition video boards in the world and 2,100 feet of LED ribbon board spanning 360 degrees within the inner seating bowl. The stadium also has the world's largest point-of-sale system under a single roof, LCD menu board displays, in-stadium media networks, Cisco Telepresence and Dolphins Mobile Vision, and an exclusive fan experience device offering Dolphins fans real-time access to game stats, camera views, and other action across the NFL.

- **STADIUM FACTS**

Address:	2269 Dan Marino Boulevard, Miami Gardens, FL 33056
Phone:	(305) 623-6100
Website:	www.SunLifeStadium.com
Project Site Area:	270 acres total; 160 acres – stadium
Architect:	HOK Sports Facilities Group (Kansas City, MO)
Seating:	General Admission, Club Level, Luxury Suites
Capacity:	74,916
Parking:	24,137 cars, 171 buses, 90 RVs, 85 limousines, 1 helipad, 262 disabled spaces
Surface:	Prescription Athletic Turf with state-of-the-art drainage system
Lighting:	560 Metal Halides (150+ foot candles)
Opening Date:	August 16, 1987
Owner:	Stephen M. Ross
CEO:	Mike Dee



About Sun Life Financial

- Sun Life Financial is a leading international financial services organization with 145 years of experience. Sun Life provides a diverse range of wealth, health, and retirement products through individual and group plans to help customers achieve lifetime financial security.
- Sun Life and its partners serve over 20 million customers and operate in 25 countries worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China and Bermuda. It is the fifth-largest insurance company in North America, as measured by market capitalization.
- The Sun Life group of companies employs more than 29,000 people around the world. Its corporate headquarters is in Toronto, Canada, and its U.S. head office in Wellesley Hills, MA. The company also has sales offices and affiliated distributors throughout the U.S.
- The company focuses on annuities, life insurance and employee benefits business lines in the U.S. Sun Life also owns Boston-based MFS, which provides investment management services and mutual funds.
- Well-known in Canada, Sun Life is establishing a more visible brand presence in the U.S. The company has recently embarked on a major national marketing campaign to make Sun Life better known in the U.S. This includes a multi-media campaign featuring Karl and Miles, the "Sun Life Guys", who travel across the country on a mission to make Sun Life a household name. Ever optimistic, they attempt to insert "life" in many brands that contain the name "sun". (Example: Change Florida the *Sunshine* State to Florida the Sun *Life* state.)
- Florida is a key market for Sun Life. It has over 1,400 insurance professionals licensed here, plus employee benefits offices in Hollywood and Tampa that serve thousands of group clients. Sun Life also has a significant amount in its investment portfolio invested in the state.
- At September 30, 2009, the Sun Life group of companies had total assets under management of US \$385 billion. It is among the strongest life insurance companies, with top-tier financial strength ratings and strong capital ratios. Sun Life has never taken government bailout money.
- For more information about Sun Life Financial, visit one of our websites:

Global site: www.sunlife.com

U.S. sites:

www.sunlife.com/us

www.gettoknowsunlife.com

Sooner or later, you'll know our name.
Sun Life Financial. Annuities. Employee Benefits. Life Insurance.

The Miami Dolphins–Sun Life Partnership at a Glance

Dolphins and Sun Life name “Sun Life Stadium”

The Miami Dolphins and Sun Life Financial announced a new, long-term partnership agreement January 20, 2010. Effective immediately, the Miami Dolphins stadium will now be called “Sun Life Stadium.” Sun Life Stadium will:

- be home to the Miami Dolphins, Florida Marlins, and the University of Miami football team,
- host the 2010 Pro Bowl and Super Bowl XLIV, and the 2013 BCS Championship Game
- be the premier venue in the South Florida area for concerts and other world-class sporting events.

Use of the “Sun Life Stadium” name

- The Sun Life Stadium logo will appear on printed promotional materials related to the stadium, all paper tickets, and stadium signage.
- The name will also be heard on announcements over the public address system and on electronic message boards at Dolphins home games and other events at the stadium.
- Signage will be in place for both the 2010 Pro Bowl and Super Bowl.

Partners in business

Under the new partnership with the Miami Dolphins, Sun Life will:

- promote the stadium as the “Official Home of the Miami Dolphins”
- promote the company as the “Official Insurance Partner of the Miami Dolphins” and the “Official Wealth Management Services Partner of the Miami Dolphins.”

Partners in philanthropy

Through their philanthropic efforts, both Sun Life Financial and the Miami Dolphins Foundation support youth and education. In partnership with the Dolphins, Sun Life will bring the Sun Life Rising Star Awards program to South Florida in 2010. The Sun Life Rising Star Awards program is a major multi-city philanthropic endeavor geared toward recognizing and rewarding exceptional at-risk youth and the nonprofit organizations that across the country provide them with academic support and encourage personal development.

- Sun Life Financial will make a \$250,000 annual donation to the Miami Dolphins Foundation.



Sun Life Rising Star Awards

Every day, students overcome tremendous obstacles to stay in school and continue their education, and every day nonprofit organizations provide support to help their cause.

That is why Sun Life Financial is donating more than a million dollars to nonprofits in six U.S. cities to recognize their hard work and to help beat the odds.

Sun Life Financial is proud to partner with the Miami Dolphins Foundation to bring the Sun Life Rising Star Awards to South Florida.



For information, please visit
www.sunliferisingstar.com.

Sun 
Life Financial®



Westley V. Thompson
President,
Sun Life Financial U.S.

Wes Thompson is President, Sun Life Financial U.S., and leads all aspects of the company's growing operations in the United States across the annuities, employee benefits, and life insurance business lines.

Wes has a strong track record building insurance businesses, and since joining Sun Life in 2008, he has been instrumental in renewing the strategic direction of SLF U.S. He has championed key initiatives focused on growing the business and positioning it for further success, including a re-focused product strategy, expanded distribution and marketing, and alignment of operations.

In the decade prior to joining Sun Life, Wes held leadership roles at Lincoln Financial Group, where he created the company's wholesale distribution organization, before becoming President of Employer Markets and then President of the Retirement Solutions division.

Wes started his career at Aetna in 1979 in the Executive Management program. He rose through a series of appointments and then joined CIGNA in 1994, where he built an independent brokerage distribution capability for its individual insurance division. He played an active role in the integration efforts as Lincoln Financial Group acquired CIGNA's individual life insurance business in 1998, as well as in Lincoln's acquisition of Aetna's individual life insurance business in 1999.

Wes received a bachelor's degree from Brown University. He is an active board member of the Boys and Girls Club of Greater Hartford and the Wadsworth Atheneum–Amistad Foundation. Wes has also been actively involved in youth soccer programs for the past 25 years.



Priscilla S. Brown
Senior Vice President,
Head of Marketing

Priscilla is Senior Vice President and Head of Marketing, Sun Life Financial U.S. She was named to this position in January 2009.

Recognizing that one's perception of a brand is rooted in the interactions one has with a company and its products, Sun Life is broadening the traditional definition of brand to include all aspects of the customer experience. Priscilla is responsible for aligning Sun Life's U.S. marketing efforts across all channels and creating an integrated marketing and branding strategy that enhances the profile of our brand and its value to our businesses.

Prior to her position at Sun Life Financial, Priscilla was Chief Marketing and Brand Officer of Lincoln Financial Group, which she joined in 1991 and subsequently was appointed to several leadership positions, beginning with Vice President, Lincoln National Investment Management. Two years later she became Chairperson, Lincoln Advisor Funds. In 1994, Priscilla was appointed President, Lincoln National Equity Sales, and in 1998 she was appointed Vice President, Investor Relations. She was then appointed Vice President, Corporate and Public Affairs, in 2003, a position she held until she became Chief Brand Officer in 2006. Strategic marketing was added to her responsibilities in 2008.

Prior to joining Lincoln Financial Group, Priscilla held marketing, sales, and sales management roles at The Equitable Life Assurance Society and Paine Webber.

Priscilla began her career in electronic news working as intern, reporter, and producer for KQED-TV, the PBS affiliate in San Francisco, and WMAQ, the NBC affiliate in Chicago.

She and her husband, Payne, have two children.



MIKE DEE

CHIEF EXECUTIVE OFFICER



Mike Dee was named as Chief Executive Officer of the Miami Dolphins by Stephen M. Ross on May 3, 2009. In this capacity, Dee oversees all aspects of the franchise's non-football operations and leads both organizations as a new era of Dolphins ownership begins.

Dee came to South Florida and the NFL after a distinguished 15-year career in Major League Baseball, where he played a lead role in the resurgence of two franchises and was a member of two World Series Championship teams.

Since joining the Dolphins, Dee has laid out the three fundamental commitments that will guide the franchise during the Ross ownership era: 1) To create a tier one organization that provides the resources to put a team on the field that is worthy of the fans' support with the goal of competing for a playoff berth each season; 2) To consistently strive to enhance the fan experience at the stadium and aggressively market the team to a broad region and diverse fan base; and 3) To be active participants in the community.

Dee's MLB career began with the San Diego Padres where he spent eight years (1995-2002), the last three as Executive Vice President of Business Affairs. During this time, the Padres developed an industry-wide reputation for marketing as attendance and corporate sponsorship increased dramatically. The revenue growth provided the stability and resources for on-field success as the Padres made several trips to the postseason, including winning the National League pennant in 1998. Dee also led the effort to develop strong ties and programs for the Hispanic community in San Diego and Baja California which included the Padres twice playing regular season games in Mexico in 1996 and 1999. He was also instrumental in garnering the public and corporate support which led to the approval and construction of Petco Park which opened in 2003 - a facility which ultimately preserved Major League Baseball for San Diego.

In 2002, Dee followed his mentor, CEO Larry Lucchino, to Boston and assumed the role of Executive Vice President of Business Affairs for the Red Sox. He was promoted to Chief Operating Officer in 2004, a position he held until his departure to join the Dolphins. During his tenure in Boston, the Red Sox won two World Series titles and set franchise records for attendance and revenue each year – including a MLB record for consecutive sellouts dating back to 2003 which stood at 504 as of June 21, 2009, and is still active. Other noteworthy

achievements while in Boston include bringing annual concerts to Fenway Park and directing the expansion of the team's business and real estate interests that stemmed from the eight-year renovation of Fenway Park and the surrounding neighborhood. Dee also has a history of working in the Sunshine State as earlier in 2009 he consummated a 30-year agreement with Lee County Florida to build the Red Sox a new, publicly-financed Spring Training facility that is set to open in 2012.

In addition to his Red Sox role, Dee also served as President of Fenway Sports Group, a company that he created in 2004 under the direction of Red Sox owners John Henry and Tom Werner. An enterprise charged with diversifying the business interests of the Red Sox beyond baseball, FSG developed a wide array of endeavors across the sports and media landscape, including partnerships with Boston College and the Atlantic Coast Conference, the PGA Tour and Major League Baseball Advanced Media. In February, 2007, FSG acquired a 50% interest in Roush Racing and formed what is known today as Roush Fenway Racing, NASCAR's largest race team. Dee served on the board of Roush Fenway as a Managing Director and during that time the team won two notable championships – Carl Edwards' 2007 Busch Series Championship and Matt Kenseth's Daytona 500 victory in February, 2009.

Dee is active in many different charitable and philanthropic activities including serving on the board of the Pan Mass Challenge, a cycling event and the nation's largest athletic fundraiser which has raised more than \$260 million for cancer research. Dee is an avid cyclist and rides in the event each August.

Dee attended Franklin & Marshall College in Lancaster, Penn., where he played basketball and earned a degree in government. He currently serves on the Advisory Board at F&M.

Dee and his wife, Karen, have two sons, Spencer (9) and Tommy (7).

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