



Kiplinger's Wins Prestigious Aegis Award for Long-Term Care Video

Washington, D.C. (January, 2008)—For its first recent foray into longer-format video, Kiplinger Washington Editors, Inc. has won a 2007 Aegis Award for “Who Cares? Kiplinger’s No-Nonsense Look at Long-Term Care.” The 22-minute educational video offers an informative, consumer-friendly review of long-term care—explaining what it is, what it costs, and how to pay for it.

“We are honored to receive this distinction from Aegis,” said Knight Kiplinger, editor-in-chief and president of Kiplinger Washington Editors. “Kiplinger’s felt this was an important video to make. As our nation ages, long-term care is becoming an important issue for more and more consumers. We wanted to provide the public with the informational tools to meet the financial challenges of this type of health care, should the need arise. In addition to our print and online publications, we find video an effective medium for delivering the same trusted personal finance advice we’ve provided for more than 60 years.”

The Aegis Awards are the video industry's premier competition for peer recognition of outstanding video productions and non-network TV commercials. Produced by Baney Media and underwritten by John Hancock Life Insurance Company, “Who Cares?” was recognized for its outstanding production quality in the “Training / Education” category by a distinguished panel of judges representing industry professionals from around the country.

Selected from over 2,500 submissions, the award-winning “Who Cares?” video is accessible at Kiplinger’s Long-Term Care Center: <http://www.kiplinger.com/yourretirement/longterm/>.

Kiplinger's Personal Finance magazine has been providing millions of Americans with down-to-earth advice on managing their money and achieving financial security since 1947. Along with Kiplinger.com, it is a highly trustworthy source of information on saving and investing, taxes, credit, homeownership, paying for college, retirement planning, car buying and many other personal finance topics.

Contact:

Laura Stevens

The Rosen Group

202.862.4372

lauras@rosengrouppr.com



Contact: Melissa Simon Berczuk
(617) 663-4750
mberczuk@jhancock.com

Kiplinger's Long-Term Care Consumer Video Sponsored by John Hancock Life Insurance Company Wins National Aegis Award

BOSTON (February 13, 2008) – “Who Cares: Kiplinger’s No-Nonsense Look at Long-Term Care,” a consumer education video sponsored by the long-term care department of John Hancock Life Insurance Company, has won an Aegis Award for excellence in film and video.

The Aegis Awards, one of the oldest and most respected video/film production contests in the United States, is the only competition that features true peer judging by professionals who work in the video/film industry every day.

Written and produced by Kiplinger Washington Editors and Baney Media Inc., “Who Cares” is an educational personal finance video on long-term care that covers what it is, how it’s delivered, how much it costs and how to pay for it. It is designed to be an informative, consumer-friendly review that encourages people to prepare for the possibility of someday needing this care.

Judges consider whether the content of an entry is well structured, holds the viewer’s interest, uses professional techniques, and has high production values. Each production is independently screened by Aegis judges and rated on ten judging criteria including: directing, script writing, videography and lighting, editing, sound (including, music, interviews, sound fx, etc.), visual design (graphics, titles, and animation), on-camera and voice-over performances by talent (interviewers, hosts, narrators), content and structure, overall experience and effectiveness of presentation

“Long-term care is a serious issue today for individuals and our country,” said Laura Vail Wooster, AVP of Marketing at John Hancock Long-Term Care. “We’re very proud of the Kiplinger’s video and the recognition it has received. We know it will go far in helping consumers understand this important issue.”

Long-term care services are received by 12 million people today.¹ Caregiving by family members can take a toll on those individuals’ finances, family life and work life. The cost of care can be expensive – whether the care is received at home or in a nursing home. Planning can make a dramatic difference in the ability to have options if the time comes for care, as well help relieve some of the burden of family caregivers. In the next few decades, as costs continue to rise and the number of people who may need care rises as the Baby Boomers age, planning for one’s care will grow in importance.

The video is available on the Kiplinger website (www.kiplinger.com) and on the John Hancock website (www.johnhancocklongtermcare.com).

About John Hancock Long Term Care Insurance

John Hancock, a unit of Manulife Financial Corporation, is one of the largest providers of LTC insurance overall with more than 1,000,000 LTC insurance clients, \$1.4 billion of in-force LTC insurance premium and \$1 billion in LTC insurance claims paid as of September 30, 2007.

Having entered the retail LTC insurance market in 1987, John Hancock is one of the largest carriers of individual coverage in the country. John Hancock began selling group LTC insurance in 1988 and today is the largest provider of employer-sponsored group LTC insurance in the U.S.

About John Hancock and Manulife Financial

John Hancock is a unit of Manulife Financial Corporation (the Company), a leading Canadian-based financial services group serving millions of customers in 19 countries and territories worldwide. Operating as Manulife Financial in Canada and in most of Asia, and primarily as 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\$399.0 billion (US\$400.5 billion) as at September 30, 2007.

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

The John Hancock unit, through its insurance companies, comprises one of the largest life insurers in the United States. John Hancock offers a broad range of financial products and services, including life insurance, fixed and variable annuities, mutual funds, 401(k) plans, long term care insurance, college savings, and other forms of business insurance. Additional information about John Hancock may be found at www.johnhancock.com.

Long Term Care Insurance is underwritten by John Hancock Life Insurance Company, Boston, MA 02117

PR-2008-8 02-08

¹ The Caregiving Project for Older Americans, "Caregiving in America" 2007.