

## **Great-West Life Announces Redemption of 5.55% Series O Preferred Shares**

*Winnipeg, September 3, 2010...*The Great-West Life Assurance Company today announced that it intends to redeem all of its outstanding 5.55% Series O Preferred Shares (GWL.PR.O) on October 31, 2010. The redemption price will be \$25.00 for each Series O Preferred Share plus an amount equal to all declared and unpaid dividends, less any tax required to be deducted and withheld by the Company. The paid-up capital of the Series O Preferred Shares is \$17.26 per share.

A formal notice and instructions for the redemption of the Series O Preferred Shares will be sent to shareholders in accordance with the rights, privileges, restrictions and conditions attached to the Series O Preferred Shares.

Great-West Life is a leading Canadian insurer, with interests in the life and health insurance, investment, retirement savings and reinsurance businesses, primarily in Canada and Europe. Great-West Life is a subsidiary of Great-West Lifeco Inc., a member of the Power Financial Corporation group of companies.

-end-

### **For more information contact:**

Marlene Klassen, APR  
Assistant Vice-President, Media and Public Relations  
204.946.7705