

**For Immediate Release  
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## **Manulife Philippines sponsors King of the Road 2011\***

**Makati City, Philippines** – Manulife Philippines has sponsored the successful adidas® King of the Road (KOTR) South East Asia Championship running event held on October 23, 2011 at Bonifacio Global City, Taguig. The event is part of the running craze that has generated a large following in the country.

“Our recent sponsorship of KOTR is aligned with our belief in improving quality of life through health and wellness,” said Indren Naidoo, President and Chief Executive Officer, Manulife Philippines. “Achieving health and wellness is one of the ways that help our customers secure their future. Staying healthy puts them in a good position to enjoy the fruits of their labour for themselves and their loved ones.”

Naidoo presented the awards to the winners of the 16.8 kilometre category, the distinctive signature distance this year. Other distance categories in KOTR were 5 km and 21 km.

The KOTR brought together about 14,000 runners from across Southeast Asia, including Thailand, Singapore, Indonesia, Malaysia as well as the Philippines, showcasing the vibrancy of the sport across the region.

“The turnout was beyond our expectations and we hope that the participants came away happy and satisfied with their experience. We also hope it encouraged them to think longer term about securing their future and quality of life,” said Naidoo.

### **\* About adidas® King of the Road (KOTR) South East Asia Championship**

adidas® King of the Road (KOTR) is a running championship held across Southeast Asia. Held in five countries across the region, the KOTR race culminates in an ultimate championship race held in a different host country each year.

In 2011, the race made its regional debut in Singapore, Thailand, Malaysia, Indonesia and culminated in the Philippines, bringing runners together from across the region.

It introduced a special distance – 16.8 km – that symbolized the two marathons one can cover by running in all the 5 countries (16.8 km x 5 countries = 84 km = two marathons).

Manulife Philippines was among the major sponsors for this event.

## **About Manulife Philippines**

The Manufacturers Life Insurance Company opened its doors for business in the Philippines in 1907. Since then, Manulife's Philippine Branch and later The Manufacturers Life Insurance Co. (Phils.), Inc. (Manulife Philippines) has grown to become one of the leading life insurance companies in the country. Manulife Philippines is a wholly-owned domestic subsidiary of Manulife Financial Corporation.

## **About Manulife Financial**

Manulife Financial is a leading Canadian-based financial services group operating in 21 countries and territories worldwide. For more than 120 years, clients have looked to Manulife for strong, reliable, trustworthy and forward-thinking solutions for their most significant financial decisions. Our international network of employees, agents and distribution partners offers financial protection and wealth management products and services to millions of clients. We provide asset management services to institutional customers worldwide as well as reinsurance solutions, specializing in property and casualty retrocession. Funds under management by Manulife Financial and its subsidiaries were C\$492billion (US\$473 billion) as at September 30, 2011. The Company operates as Manulife Financial in Canada and Asia and primarily as John Hancock in the United States.

Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE and PSE, and under '945' on the SEHK. Manulife Financial can be found on the Internet at [www.manulife.com](http://www.manulife.com).

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