



NEWS RELEASE

For Immediate Release

Great-West Life alliance with Qtrade Financial Group enables clients to better manage securities within financial plans

Full-service and online brokerage platform to launch in fall 2014

WINNIPEG, M.B. and VANCOUVER, B.C., June 18, 2014 — Great-West Life clients will be able to better manage securities within their financial plans, as the company today announced an alliance with Qtrade Securities Inc., a leading Canadian brokerage and part of Qtrade Financial Group.

Starting this fall, financial security advisors affiliated with Great-West Life and its subsidiary London Life will be able to offer clients access to professional advice on securities including stocks and bonds through licensed investment advisors. Additionally, clients will have access to Qtrade's award-winning online brokerage platform, Qtrade Investor, which they can use to execute self-directed trades.

"This alliance with Qtrade will give clients access to an enhanced wealth management offering," said Michael Campbell, Vice-President, Wealth Management, Product Sales & Marketing, Great-West Life. "The addition of securities and brokerage services will augment the financial planning services we offer and further help clients reach their financial goals."

Qtrade Investor has been ranked the number one online brokerage in Canada by the *Globe and Mail* six out of the last eight years, and the "Best Discount Brokerage" in Canada by Morningstar at the Canadian Investment Awards three out of the last four years.

"This is about enhancing our current wealth management offering," noted Campbell. "Our organization will continue to offer a wide range of professionally managed investment products, including mutual funds through Quadrus Investment Services, a firm regulated by the Mutual Fund Dealers Association of Canada (MFDA)."

"We are excited to establish this new relationship with one of Canada's leading financial organizations. We're proud that Great-West Life has placed their trust in us to enhance their wealth management offering," said Scott Gibner, CEO, Qtrade Financial Group. "We look forward to working with them and to helping their clients achieve their long-term financial goals."

About Great-West Life

The Great-West Life Assurance Company is a leading Canadian insurer, with interests in life insurance, health insurance, investment, savings and retirement income and reinsurance businesses, primarily in Canada and Europe. In Canada, Great-West Life and its subsidiaries, London Life and Canada Life, offer a broad portfolio of financial and benefit plan solutions and serve the financial security needs of more than 12 million people. Great-West Life is a subsidiary of Great-West Lifeco Inc., an international financial services company with operations in Canada, the

United States and Europe. Great-West Lifeco and its companies have \$806 billion* in consolidated assets under administration and are members of the Power Financial Corporation group of companies. For more information, visit www.greatwestlife.com.

**as of March 31, 2014*

About Qtrade Financial Group

Qtrade Securities Inc. and Qtrade Investor are part of Qtrade Financial Group. Qtrade provides comprehensive brokerage and wealth management platforms, services and solutions to the retail public as well as the customers of hundreds of financial institutions across Canada. Since 1999, Qtrade has been dedicated to providing its financial institution partners with a single source for market-leading wealth management products and services including: online, full-service and institutional brokerage services, mutual fund dealer services, insurance dealer services, portfolio management, discretionary money management services and proprietary managed money solutions. For more information, visit www.qtrade.ca.

For further information, please contact:

Great-West Life
Marlene Klassen, APR
Assistant Vice-President, Communication Services
T: 204.946.7705

Qtrade Financial Group
Ron Cann
Vice President, Marketing & Communications
T: 778.331.2056
E: rcann@qtrade.ca