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### **John Hancock Financial Network Launches New Multi-Media Sales and Marketing Website for Financial Representatives and Firm Management**

Comprehensive Site Features “Best Ideas” from Network Member Firms  
with Turn-key Marketing Programs and Resources for Quick Implementation

BOSTON (April 27, 2009) – John Hancock Financial Network (JHFN) is launching the Sales and Marketing Center, a website to help its national network of independent career firms and financial representatives increase their sales and grow their firms by sharing best practices. The comprehensive site offers firm- and representative-contributed concepts, turn-key programs and customizable marketing materials on many topics including prospecting, selling to existing clients, practice management techniques, branding resources to help with image building and recruiting and retention resources for local management teams.

The “Best Ideas” part of the site features sales and marketing ideas with proven results from experienced JHFN financial representatives and business partners across the country. Each “best idea” is delivered in a brief video of the representative sharing his or her successful turn-key program and details on how the idea was implemented. The site offers all the resources needed to implement the idea, customizable for each local market.

“JHFN’s strategy entails building a network of financial representatives across the country, many with unique areas of focus. The Sales and Marketing Center, a component of this strategy, enables representatives to share their expertise across the network and turn these ideas in actionable results in a short period of time,” said Kevin Hill, Senior Vice President, Product Management, JHFN. “The library contains materials to assist financial representatives with prospecting, relationship management and business development, all of which are important to sales and the growth of their business.”

In addition to the “best ideas” tools, the Sales and Marketing Center’s library features on-line marketing and sales materials collected from experienced financial representatives and business partners including sample letters, flyers, ads, brochures, press releases and “how-to” guides, all categorized for easy access through an advanced search engine.

The site was designed to be easy to navigate, helping visitors find, review and edit the materials they need quickly. It contains a robust key word search feature and a five-star rating system so viewers know what ideas and resources are the most popular among their peers.

“During the brief pilot of our site, we received thousands of hits and numerous positive comments,” said Kathy Klingler, Senior Vice President of Marketing and Competitive Strategy. “One of the most powerful aspects of our national network is our ability to leverage successful ideas from our firms, each with very independent and unique practices. With the Sales and Marketing Center, we are now able to overcome the challenge of sharing ideas across our firms, which are spread across the United States. Through a combination of leveraging the caliber of each unique, entrepreneurial firm, their willingness to share best practices and our ability to make them available across the network all firms will benefit.”

**About John Hancock Financial Network**

JHFN is a national network of independent career firms with over 1,800 financial professionals across the U.S. A leader with the stability and scale to offer an innovative business model, JHFN gives entrepreneurial financial professionals the power to effectively build unique businesses, based on their own vision and market opportunity. For more information on John Hancock Financial Network and its national network of independent career firms, visit [www.jhnetwork.com](http://www.jhnetwork.com).

**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 \$404.5 billion (U.S. \$330.3 billion) as at December 31, 2008. 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).

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](http://www.johnhancock.com).

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