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**Press  
Release**

## **FOR IMMEDIATE RELEASE**

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### **ACE LIFE HONG KONG LAUNCHES NEW BRAND CAMPAIGN TO COMMEMORATE ITS OFFICIAL OPENING**

Activities include free taxi rides, taxi parade, road-shows and the Best Blessing Competition

**HONG KONG, April 19, 2011** – ACE Life Insurance Company Ltd. (ACE Life Hong Kong), one of the ACE Group of insurance and reinsurance companies, launched a series of brand campaigns, following its official business launch in April. Activities held last week included offering free taxi rides to over 100 people and organizing a taxi parade, all aimed at enhancing public awareness of the new company.

Ms Diana Kwan, Vice President & Head of Marketing and Product Development, ACE Life Hong Kong, said, “To celebrate the start of ACE Life’s operations in Hong Kong, we launched this brand campaign with the objective of enhancing brand awareness. To differentiate the ACE Life brand, we adopted various innovative and interactive brand activation techniques so that the public can experience a vibrant and youthful company which is on the growth path.”

The free taxi ride activity was held in Causeway Bay, a busy district in Hong Kong, on April 11 and 50 ACE decorated taxis were arranged. People who gave a blessing to ACE Life Hong Kong were offered a free taxi ride to their desired destination. Over 100 members of the general public participated in this activity. The blessings video can be viewed online at



<http://www.youtube.com/watch?v=WxcY63iGadg>. In addition, about 20 ACE decorated taxis participated in a parade from Quarry Bay to Central on April 12.

“The taxi journeys which we offered to the public are analogous to the journeys we wish to make with our customers as they progress towards their life goals. Our aim is to insure their progress at different stages of their life by offering excellent products and services,” Ms Kwan added.

To enable the public to have a better understanding of ACE Life Hong Kong, a number of road-show activities will be held. The public can join in the road-shows, play mini-games and win prizes as well do a health-check\* on-site. Details of the road-show activities are listed below:

Date	Time	Location
April 22 and 23, 2011	10 am – 10 pm	Ma On Shan Plaza
May 7 and 8, 2011	10 am – 10 pm	Kingswood Ginza, Tin Shui Wai

To celebrate the commencement of ACE Life Hong Kong, customers who successfully apply for any of our designated quality solutions from now until April 30 will be entitled to a 20% first year premium discount\*\*. Designated quality solutions include Supreme Care Critical Illness Protector, Happy Living Guaranteed Income Plan, Custom Whole Life, Flexi Savings, and designated life insurance products.

In addition, from now until May 15, ACE Life Hong Kong invites the public to participate in the Best Blessing Competition with a chance to win HK\$5,000 in cash vouchers. For details, please visit [www.ancelife.com.hk](http://www.ancelife.com.hk).

*\* The health-check will be conducted by nurses from 3 pm to 6 pm.*

*\*\* Please refer to the Terms and Conditions of the Get 20 Campaign.*

## **ABOUT ACE**

ACE Life is the international life insurance business of the ACE Group, a global leader in insurance and reinsurance serving a diverse group of clients. Headed by ACE Limited (NYSE:ACE), a component of the S&P 500 stock index, the ACE Group conducts its business on a worldwide basis with operating subsidiaries in more than 50 countries and a strong presence in Asia Pacific. ACE’s



core operating insurance companies are rated AA- by Standard & Poor's and A+ by A.M. Best. These ratings are indicative of ACE's strong capital base and financial stability, key attributes in the business of risk.

ACE has been present in Hong Kong for more than 90 years through its general insurance arm – ACE Insurance Limited. ACE Life Hong Kong offers a comprehensive array of quality life and medical insurance products and services which are designed to meet the financial protection and security needs of a broad range of customers. Additional information can be found at [www.ace.life.com.hk](http://www.ace.life.com.hk).



The Free Taxi Ride Activity organized by ACE Life Hong Kong was held in Causeway Bay and attracted over 100 participants.