

Agenda Item 4.3 (3 of 3)
November 28/17 CAFII Board Meeting

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Subject: CAFII Is Pleased To Announce Its New Website

Dear Colleague,

CAFII is pleased to inform you that our Association launched a new consumer-focused website yesterday which can be found here:

www.cafii.com

English and French media releases about our new website are attached.

The new CAFII site has been designed to provide consumer-friendly information on life and health insurance in general; and in particular on the simple and accessible insurance products which our members make available to Canadians. Every effort has been made to use consumer-friendly language and to make the content as straightforward and understandable as possible.

You may also be interested in two industry trade press articles that appeared about the website yesterday:

InvestmentExecutive.com

Conseiller.ca

We invite our insurance regulator and policy-maker colleagues across the country to visit and review our new website at your convenience; and to provide us with any feedback you may have on its design, usability, and content.

Keith Martin
Co-Executive Director

Brendan Wycks
Co-Executive Director

Warm regards,
Caroline

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