

Why Critical Illness Insurance?

Additional Benefits

Every BMO Insurance Living Benefit policy includes at no additional cost the **helpinghands** and **Critical Care Assist Benefit** for you and your family.

BMO Insurance offers two great assistance services, included at no additional cost to you when you purchase a new Living Benefit policy from BMO Insurance. These services are designed to help you and your family recover medically, financially and emotionally when it's needed the most.

Services include:

Helping Hands – provided by Shepell•fgi, Canada's leading personal assistance program provider, includes:

- Health Coaching
- Nutrition Services for disease prevention
- Smoking Cessation program
- plus other valuable services

Help is always as close as your phone: confidential answers to life's most personal questions.

Critical Care Assist Benefit – provided by Best Doctors^{®†}, a world leader in connecting people to the best medical advice and care, includes:

- Interconsultation ^{SM TM †}
- FindBestDoc ^{SM TM †}
- FindBestCare ^{SM ®†}
- Best Doctors 360[°] [®]

Critical Care Assist services are also available to your immediate and extended family members, including your spouse, children, your parents, your siblings and the parents and siblings of your spouse.

BMO Insurance is in no way liable for the provision of services described in this brochure, nor liable for the nature or quality of the services provided by Shepell•fgi or Best Doctors. BMO Insurance reserves the right to change the service provider, change the nature of the services or cancel access to these services at any time without notice unless otherwise stated in the policy contract.



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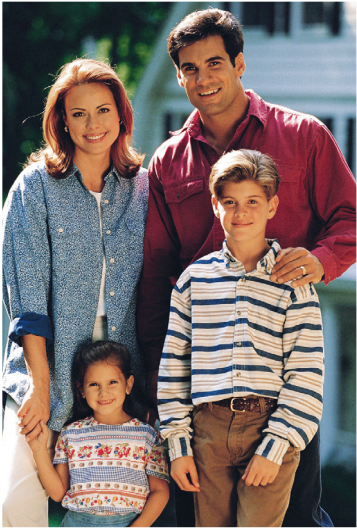
^{®SM}Best Doctors, InterConsultation, FindBestDoc, FindBestCare and Best Doctors 360[°] are service marks or registered trademarks of Best Doctors, Inc.

You can always get your money back if you never make a claim!*

BMO Insurance Living Benefit plans offer Return of Premium options that will return your paid premiums to you when you surrender the policy or in the event of death.

Return of Premium at Death Rider¹

This rider begins with your first premium payment and will return 100% of all eligible premiums should you die without making a claim for your critical illness benefit.



Return of Premium on Surrender²

This rider will return a percentage of all eligible premiums, up to 100%, should you wish to terminate your coverage, for any reason, after your policy has been in force for a specific amount of time. The percentage will vary based on age, plan chosen and length of time the policy has remained in force as outlined in your contract.

So why not protect yourself with an innovative plan that pays cash to you either way.

¹ Available with all plans. See policy contract for complete details.

² Available with the Living Benefit 75 or Living Benefit 100 plans. See policy contract for complete details.

* Subject to any Beneficiary designation or Direction to Pay, if applicable.

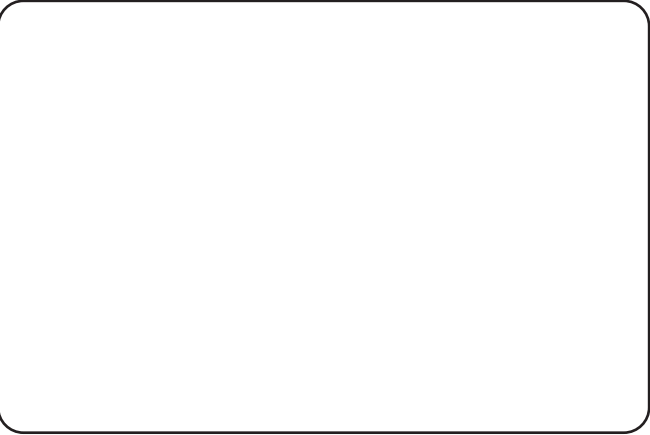
Our Commitment

BMO Life Assurance Company, a part of BMO Financial Group, appreciates the opportunity to help you meet your financial needs. We are committed to respecting and protecting your privacy and confidentiality of the personal information you have entrusted to us. It is important for you to understand what information we will collect, how we will use it, and who may see it.

To view our full privacy policy, please visit the privacy section at www.bmoinsurance.com.

For more information about BMO Insurance or our products, please consult your insurance advisor or contact us at 1-877-742-5244.

Contact your financial advisor today to learn more about how this powerful strategy can work for you.



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The information in this publication is intended as a summary of our products and/or services and may include projected values based on a set of assumptions. Actual results may not be guaranteed and may vary. Please consult the appropriate policy contract for details on the terms, conditions, benefits, guarantees, exclusions and limitations. The actual policy issued governs. Each policyholder's financial circumstances are unique and they must obtain and rely upon independent tax, accounting, legal and other advice concerning the structure of their insurance, as they deem appropriate for their particular circumstances. BMO Life Assurance Company does not provide any such advice to the policyholder or to the insurance advisor.

Insurer: BMO Life Assurance Company
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Why Critical Illness Insurance?



Are you and your family financially prepared to survive a critical illness?

Many people know someone affected with a critical illness.

You probably know colleagues, relatives or friends you went to school with, who have undergone chemotherapy or radiation treatment for cancer, or who have had heart surgery. They have survived the critical illness and may be working, traveling and enjoying life again. But their lives, and those of their families and business associates, have often been profoundly affected. When you survive 30 days following the diagnosis of a critical illness, critical illness insurance provides you with a lump sum cash benefit.

There are immediate financial consequences when you suffer from a critical illness:

Absence from work

You may be covered under a disability insurance program and receive a portion of income each month you are not able to work. Disability insurance helps you to cover household expenses, but a serious critical illness could be life altering. Receiving only a portion of your income may not be enough. Critical illness insurance can fill the gap.

The costs for home care during a period of illness and recovery

Your working spouse may need to take a leave of absence to care for you or you may have to pay for private home care. With shorter hospital stays, you may find that home and private nursing care services are required to speed the recovery. Critical illness insurance can cover these expenses.

Treatment outside of Canada or other medical costs not fully covered under the provincial health plan

Are you confident that the health care system will continue to provide the same level of treatment and care that we have come to expect as the population ages and medical advances keep individuals living longer? Critical illness insurance can enable you to obtain treatment outside of Canada or pay for experimental treatment not covered under a health care plan.

Children’s Education

Will you be able to continue to fund your children’s education? A life altering critical illness can impact your ability to save for your children’s education. Critical illness insurance can fund your children’s education and if you don’t claim, money-back options can also help fund these expenses.

Early Retirement

If a critical illness results in early retirement or even a change in careers or reduced number of hours, your RSP savings may not be enough to support you. Critical illness insurance benefits can be used to purchase an annuity to supplement your retirement income.

Could it really happen to me?

80% of heart attack victims survive

- There are an estimated 70,000 heart attacks each year in Canada (one heart attack every 7 minutes)
- Over 80% of patients admitted to a hospital for a heart attack will survive
- 1.3 million Canadians reported having heart disease diagnosed by a health professional
- 90% of Canadians over age 20 have at least one risk factor for heart disease; 40% have three or more risk factors

153,100 new cancer cases in Canada for 2006

- 40% of Canadian women and 45% of men will develop cancer during their lifetimes
- 1 female out of 9 will develop breast cancer, but only 1 out of every 29 will die from it
- 1 male out of 7 will develop prostate cancer, but only 1 out of every 28 will die from it
- The 5-year survival rate after diagnosis of cancer is 62%

One third of stroke victims are under age 65

- More than 50,000 strokes occur in Canada each year (one stroke every 10 minutes)
- 85% of victims of a stroke will survive
- 315,000 Canadians are living with the effects of stroke

Multiple Sclerosis affects 1 in 1,600

- Canadians have one of the highest rates of MS in the world.
- Women are three times more likely to develop MS over men.
- The disorder most commonly begins between 20 and 40 years of age.
- Every day, 3 Canadians are diagnosed with MS.

Alzheimer’s Disease is on the rise

- Alzheimer’s Disease accounts for almost two thirds of all types of dementia.
- 1 in 20 Canadians over age 65 and 1 in 4 over the age of 85 is affected by Alzheimer’s disease.
- 435,000 Canadians over 65 have Alzheimer’s or related dementias.
- This number is expected to grow by the year 2031 to over 750,000 people.

Loss of Independence can be costly

- The 65+ age group is the fastest-growing population in Canada.
- About 80% of care provided for seniors is informal care by family and friends.
- The availability and affordability of Long Term Care homes is the major factor in determining where to live.

Sources: Heart and Stroke Foundation of Canada (2011); Public Health Agency of Canada: Tracking Heart Disease and Stroke in Canada (2009), Canadian Cancer Society (2011), Alzheimer Society of Canada (2006), Canadian Cancer Statistics (2006), Veterans Affairs Canada (2006)

What is critical illness insurance?

Critical illness insurance is a form of protection that provides immediate funds to you upon diagnosis of a covered condition, like cancer, stroke or a heart attack. Unlike other types of insurance that provide income replacement if you are seriously ill, critical illness insurance provides a lump sum benefit that can be used any way you choose with no restrictions or claw-backs to benefits.

Age to qualify

Critical illness insurance is available to individuals between the ages of 18 to 65.

Amounts available

Critical illness benefits range from \$25,000 up to \$2,000,000.

Who receives the Benefit?

Most critical illness benefits are paid directly to the individuals insured under the plan and they decide how they wish to use the benefit. Payment of benefits is based on the medical diagnosis of a certified Canadian physician or specialist for the specific condition. Payment is not dependent on your inability to work.

Coverage terms

Most plans cover you until age 75. BMO® Insurance also has a plan that provides coverage to age 100!

When are benefits payable?

The Critical Illness Benefit is paid when you are diagnosed with a Covered Condition and you survive 30 days.

Unique feature with BMO Insurance

BMO Insurance also offers a unique return of premium on surrender benefit. This gives you the option to reduce your coverage and receive a portion of your premiums back or give up your coverage and receive your money back.

What BMO Insurance Living Benefit plans cover.

26 critical illness conditions covered under BMO Insurance plans:

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| • Alzheimer’s Disease | • Kidney Failure |
| • Aortic Surgery | • Loss of Independent Existence |
| • Aplastic Anaemia | • Loss of Limbs |
| • Bacterial Meningitis | • Loss of Speech |
| • Benign Brain Tumour | • Major Organ Transplant |
| • Blindness | • Major Organ Failure on Waiting List |
| • Cancer | • Motor Neuron Disease |
| • Coma | • Multiple Sclerosis |
| • Coronary Artery Bypass Surgery | • Occupational HIV |
| • Deafness | • Paralysis |
| • Early Discovery Benefit | • Parkinson’s Disease |
| • Heart Attack | • Severe Burns |
| • Heart Valve Replacement | • Stroke |

Plus an “Early Discovery Benefit,” that advances 10% of the critical illness benefit up to \$25,000 for:

- | | |
|-------------------------|----------------------------------|
| • Early Prostate Cancer | • Superficial Malignant Melanoma |
| • Ductal Breast Cancer | • Coronary Angioplasty |

