

**Great-West Lifeco hosts Investor Day
June 4 in Toronto**

Winnipeg, April 30, 2009... Great-West Lifeco Inc. will host an Investor Day for the institutional investment community on Thursday, June 4 from 9:00 a.m. to 1:30 p.m (EDT) at the Canada Life head office campus, 190 Simcoe Street, Toronto.

President and CEO Allen Loney will host the event. Senior business leaders will be on hand to provide presentations on a variety of topics and respond to questions from the audience.

A live audio webcast and presentation materials, as well as an archived version of the webcast, will be available on Great-West Lifeco's website: www.greatwestlifeco.com.

Great-West Lifeco Inc. (TSX:GWO) is a financial services holding company with interests in the life insurance, health insurance, retirement savings, investment management and reinsurance businesses. The Corporation has operations in Canada, the United States, Europe and Asia through The Great-West Life Assurance Company, London Life Insurance Company, The Canada Life Assurance Company, Great-West Life & Annuity Insurance Company and Putnam Investments, LLC. Lifeco and its companies have approximately \$339 billion* in assets under administration, and are members of the Power Financial Corporation group of companies.

**Assets as of December 31, 2008*

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