

**Great-West Lifeco to release third quarter 2009 results;
announces schedule for quarterly financial results conference calls in 2010**

Winnipeg, Oct. 8, 2009 . . . Great-West Lifeco Inc. will release its third quarter 2009 financial results on November 5, 2009.

The results will be discussed in a conference call and audio webcast hosted by company management at 3:30 p.m. (ET) on November 5, 2009.

The one-hour call can be accessed by calling the following numbers:

- Participants in the Toronto area: 416-340-2220
- Participants from North America: 1-866-226-1798
- Participants from Overseas: Dial international access code first, then 800-2787-2090

The presentation materials will be accessible on Great-West Lifeco's website following the release of the third quarter results, along with a printer-friendly version of the slide presentation at:

<http://www.greatwestlifeco.com/008/home/eventsandpresentations/index.htm>

A replay of the call will be available from November 5 to November 12, 2009 and can be accessed by calling 1-800-408-3053 or 416-695-5800 in Toronto (passcode: 4003484#). The archived webcast will be available from approximately 5:00 p.m. (ET) on November 5, 2009 until November 5, 2010 on Great-West Lifeco's website at: <http://www.greatwestlifeco.com/008/home/eventsandpresentations/index.htm>

2010 Conference Calls

Great-West Lifeco also announced the schedule for its quarterly financial results conference calls in 2010 as follows:

- **fourth quarter 2009:** February 11, 2010 at 3:30 p.m. (ET)
- **first quarter 2010:** May 6, 2010 at 3:30 p.m. (ET)
- **second quarter 2010:** financial results release August 4, 2010; conference call scheduled for August 5, 2010 at 9:00 a.m. (ET)
- **third quarter 2010:** November 10, 2010 at 3:30 p.m. (ET)

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 nearly \$442 billion* in assets under administration, and are members of the Power Financial Corporation group of companies.

*Assets as of June 30, 2009

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For more information contact:

Marlene Klassen, APR
Assistant Vice-President, Communication Services
(204) 946-7705