

Great-West Lifeco to release second quarter 2010 results

Winnipeg, July 14, 2010 . . . Great-West Lifeco Inc. will release its second quarter 2010 financial results on Wednesday, August 4, 2010.

The results will be discussed in a conference call and audio webcast hosted by company management at 9:00 am. (EDT) on Thursday, August 5, 2010.

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

- Participants in the Toronto area: 416-340-8018
- Participants from North America: 1-866-223-7781
- Participants from Overseas: Dial international access code first, then 800-6578-9898

The presentation materials will be accessible on Great-West Lifeco's website in advance of the conference call and webcast, 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 August 5 to August 12, 2010 and can be accessed by calling 1-800-408-3053 or 416-695-5800 in Toronto (passcode: 5040650#). The archived webcast will be available from approximately 1:00 p.m. (EDT) on August 5, 2010 until August 5, 2011 on Great-West Lifeco's website at: <http://www.greatwestlifeco.com/008/home/eventsandpresentations/index.htm>

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 over \$463 billion* in assets under administration, and are members of the Power Financial Corporation group of companies.

**Assets as of March 31, 2010*

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