

35 years of outperformance

Empire's Elite Equity Fund

- 100% death benefit guarantee
- 75% maturity guarantee
- MER of only 2.59%

	1 year	3 year	5 year	7 year	10 year	20 year	30 year	35 year
Empire Elite Equity	13.2%	8.2%	4.8%	6.8%	9.9%	8.4%	12.8%	11.8%
S&P TSX Total Return Index	18.0%	13.6%	1.1%	6.0%	10.0%	9.3%	11.1%	10.9%

As at June 30, 2005. Source: AndexAssociatesInc.

www.empire.ca

Sound investing made simple
It's in our nature



EMPIRE FINANCIAL GROUP™

If you invested \$10,000 in our Elite Equity Fund in 1969, you would have \$165,200 more saved towards your retirement than if you had invested directly in the S&P TSX Total Return Index. How has a segregated fund managed to outperform the Index?

Simple. Empire's conservative, value-oriented investment philosophy has meant the Fund has performed well in periods of market growth, and protected your capital when markets declined. For long-term investors, this has resulted in solid, consistent growth.

This table shows the returns for the Fund and the Index for the 308 different rolling 10-year periods since the Fund's inception.

	Elite Equity Fund	S&P TSX Total Return Index
Best 10-Year Return	25.5% (Mar 87)	19.5% (Aug 87)
Worst 10-Year Return	5.9% (Apr 96)	6.6% (Nov 90)
90% of the time returns were between	7.1% - 23.7%	7.9% - 16.4%
% of time returns were greater than 20%	14.6%	0%
% of time returns were between 15%-20%	18.5%	15.9%
% of time returns were between 10%-15%	32.1%	39.9%
% of time returns were between 5%-10%	34.7%	44.2%
% of times returns were between 0%-5%	0%	0%
% of times returns were negative	0%	0%

Source: AndexAssociatesInc. For the period November 30, 1969 to June 30, 2005.

A description of the key features of the Individual Variable Insurance Contract is contained in the Information Folder for the product being considered. Subject to any applicable death and maturity benefit guarantee, any part of the premium or other amount that is allocated to acquire units in a segregated fund is invested at the risk of the owner and may increase or decrease in value. Past performance is no guarantee of future performance.

For more information on Empire's Segregated Funds, call one of our regional Sales and Marketing Centres:

Western Canada
1 888 627-3591

Ontario and Atlantic Provinces
1 888 548-4729

Quebec
1 800 371-9151



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