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Peloton Global Distribution Services and John Hancock Team Up to Penetrate New Markets with VUL Initiative

John Hancock, the VUL Industry Leader and Peloton Global Distribution Services Gather For The 2009 National VUL Boot Camp Initiative in Boston, MA.

Irvine, Calif., March 12, 2009. On March 9–11, 2009, the two full days of intensive Boot Camp training kicked off and was attended exclusively by the designated VUL Champion within each of the participating Peloton Global Distribution Services' member offices. The VUL Boot Camp faculty consisted of John Hancock's best and brightest "VUL A Team" - senior level specialists in product design, advanced markets, investment management and marketing.

One of the primary objectives of the VUL Initiative was to position each of the VUL Champions to better serve their marketplace by offering improved client and broker value, generate significant product revenues and position John Hancock as the preferred provider of superior VUL products and services to Peloton Global Distribution Services members in the financial services industry.

The VUL Initiative is an ongoing collaboration and strategy between Peloton Global Distribution Services and John Hancock. John Hancock has committed to coach and provide regular follow-up as a result of the intensive boot camp, by providing the Peloton Global members with ongoing reinforcement and continuity as an integral part of the process. The VUL Champions will participate in monthly conference calls with their Peloton Global peers and the support of John Hancock, giving the participants a structured opportunity to share their VUL successes, challenges and ideas.

Peloton Global Distribution Services is a Multi-Layer Service Provider with a focus on the financial and insurance services industries. Peloton Global members share a common goal - to leverage best practices and services through collaboration and strategic partnerships. Peloton Global members use the powerful synergy of shared market intelligence, best practices, world-class marketing and lead generation capabilities, extensive products, services, technologies, systems and a high level of support to create higher levels of performance.

Peloton Global Distribution Services membership offers the combined strength of top industry performers working together to reach the optimal level of competitive success for both the individual member entities, and for the group as a whole. Membership includes some of the largest general agencies, specialty companies, and industry suppliers on a global level.

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For more information about Peloton Global Distribution Services and John Hancock please visit www.pelotonglobal.com / www.johnhancock.com