

IMPORTANT INFORMATION

INFORMATION FOLDER ADDENDUM

Effective August 15, 2011 The Empire Life Insurance Company ("Empire Life") will resume management of all assets previously managed by Sanford C. Bernstein & Co., LLC as delegated to its affiliated investment advisor AllianceBernstein L.P. As a result the November 2010 and May 2011 versions of the Information Folder for the Elite & Elite XL Investment Program are amended as outlined below. This Addendum will form part of the Information Folder for the Elite & Elite XL Investment Program.

The subsection **Investment Management** in the section titled **Segregated Funds Investment Option** on page 18 is amended by adding the following paragraph immediately after the first paragraph:

We reserve the right to change the Investment Manager for a Fund.

The subsection **Portfolio Advisor** in the section titled **Segregated Funds Investment Option** on page 18 is deleted in its entirety and no longer forms part of the Information Folder:

The subsection **Equity Investment Process- AllianceBernstein's Process** in the section titled **General Investment Details** on page 24 is deleted in its entirety and no longer forms part of the Information Folder:

The subsection **International Equity Sub-fund** in the section titled **General Investment Details** on page 25 is deleted in its entirety and replaced with the following:

International Equity Sub-fund

The International Equity Sub-fund is a secondary fund that is managed by Empire Life. The individual securities and ETFs selected by Empire Life from equity markets outside of the U.S. and Canada will be held in the International Equity Sub-fund. Foreign market exposure in many of our Segregated Funds may be achieved by holding units of this secondary fund.

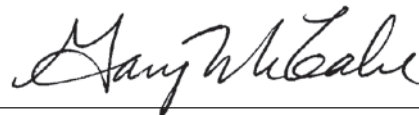
The investment objective of the International Equity Sub-fund is to achieve long-term growth through capital appreciation by investing in a diversified portfolio of stocks of Non-U.S. companies. The fund's investment strategy emphasizes investment in companies that are determined to be undervalued, using a fundamental value research approach. The fund typically invests in stocks selected from more than 40 developed and emerging market countries.

CERTIFICATION

The Information Folder ("Folder"), as supplemented, provides brief and plain disclosure of all material facts relating to the Elite and Elite XL Investment Program plans issued by The Empire Life Insurance Company.



Les Herr
President and Chief Executive Officer



Gary McCabe
Senior Vice-President and Chief Financial Officer