



**RBC  
Insurance**

**INDEX UNIVERSAL LIFE POLICY FROM RBC INSURANCE FEATURES GUARANTEES,  
INTEREST CREDITING LINKED TO S&P 500®**

**GREENVILLE, S.C., May 14, 2007** – Designed for clients with a low to moderate risk tolerance, a new index universal life insurance policy from RBC Insurance provides the opportunity for strong cash value accumulation without sacrificing safety or compromising essential life insurance protection.

RBC Index Enhanced Universal Life is a flexible premium adjustable life insurance policy that includes a strong no-lapse guarantee, interest strategies that protect against loss of cash value, and an indexed account option that provides tax-deferred cash value accumulation based on the performance of the S&P 500®. Values in the indexed account do not directly participate in any stock or investment.

“RBC Index Enhanced Universal Life provides the essential building blocks of asset management – protection, accumulation, distribution and transfer – in a clean, functional solution that is easy to understand, easy to use, and suitable in a broad range of family and business situations,” said Ron DeCicco, vice president, sales and marketing for RBC Insurance. “It is designed to leverage and build on our experience, expertise and leadership in the index annuity market.”

RBC Index Enhanced Universal Life includes two interest crediting account options. In the fixed account, interest is compounded on a daily basis and is credited monthly at an annual effective rate declared by the company and guaranteed to be no less than 2 percent.

In the indexed account, policyholders earn interest credits based on the performance of the S&P 500, subject to a 4 percent guaranteed minimum cap and 100 percent guaranteed minimum participation rate declared by the company. The crediting rate, regardless of the movement of the index, will never be less than zero percent.

Having both options available gives policyholders the ability to choose a fixed strategy, an indexed strategy, or a combination of the two, depending on their accumulation goals and risk tolerance.

In addition to cash value protection, the policy also features a 20-year no lapse guarantee benefit and a Waiver of Surrender Charge benefit, not available in all states, that provides access to cash values without surrender charges in certain emergency situations. Additional optional benefits and policy riders are also available.

**About RBC Insurance**

As the insurance operation of Royal Bank of Canada (TSX, NYSE: RY), RBC Insurance provides a wide range of creditor, life, health, travel, home, auto and reinsurance products to more than five million North American customers. Based in Greenville, South Carolina, the U.S. life insurance division of RBC Insurance, through its operating entity, Liberty Life Insurance Company, provides life and health insurance, annuities and related personal financial security products to consumers through regional and independent broker dealers, national marketing organizations, RBC banking and investment channels, the Internet, other direct marketing channels and a field force of approximately 300 full-time sales agents. For more information, please visit [www.rbcinsurance.com/us](http://www.rbcinsurance.com/us).

– 30 –

For more information, please contact:

Bill Free  
864-609-4302  
[bill.free@rbc.com](mailto:bill.free@rbc.com)