



## **RBC INSURANCE ACHIEVES MILESTONE**

**GREENVILLE, S.C., July 16, 2008** – RBC Insurance has been recognized by A.M. Best Co., a leading credit rating organization, as one of only 39 U.S. life insurance companies to maintain “A” or higher financial strength ratings for 50 or more years.

Liberty Life Insurance Company, RBC’s U.S. life insurance subsidiary, earned the distinction based on an analysis by A.M. Best of its proprietary ratings data. The results are published in the July issue of *Best’s Review*, A.M. Best’s monthly magazine for the insurance industry. Liberty Life has received a minimum rating of A (Excellent) or an equivalent each year since 1954.

### **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).

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