



May 4, 2011

Seven New Portfolios Available With VUL Products

We are pleased to announce that the following investment portfolios are available through Pacific Life's variable universal life insurance products (VUL) effective May 1, 2011:

- Five Portfolio Optimization Portfolios. Managed by Pacific Life Fund Advisors LLC, the Portfolio Optimization portfolios are asset allocation funds that currently invest in a diversified selection of Pacific Select Portfolios. Based on the principles of Modern Portfolio Theory, each Portfolio Optimization portfolio follows an optimized asset allocation process that seeks to align your clients' VUL portfolio with their risk profile.
 - Portfolio Optimization Conservative
 - Portfolio Optimization Moderate-Conservative
 - Portfolio Optimization Moderate
 - Portfolio Optimization Growth
 - Portfolio Optimization Aggressive-Growth
- Inflation Protected Portfolio. Managed by Western Asset Management Company, this portfolio seeks to maximize total return consistent with prudent investment management through investments in or exposure to inflation-indexed bonds.
- PIMCO VIT Global Multi-Asset Portfolio—Advisor Class. This portfolio is PIMCO's comprehensive asset allocation solution, and is managed by three distinguished PIMCO portfolio managers, including CEO, Co-CIO Mohamed El-Erian. It seeks total return which exceeds that of a blend of a 60% MSCI World Index/40% Barclays Capital Aggregate Index. The portfolio invests 20% to 80% of its total assets in equity-related investments.

Please see the fund prospectuses, dated May 1, 2011, for more detailed information about these seven new portfolios.

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Asset allocation is the process of distributing investments among varying classes of investments (e.g. stocks and bonds). It does not guarantee future results, assure a profit, or protect against loss. Every variable investment option has some degree of risk depending on what it invests in and what strategies it uses. A fund of funds is subject to the risks associated with the underlying funds in which it invests.