

Pacific Life's Tax Deferral Analyzer Tool Wins 2014 Internet Advertising Competition Award

NEWPORT BEACH, CA--(Marketwired - May 22, 2014) - Pacific Life Insurance Company was honored at the 2014 IAC (Internet Advertising Competition) Awards for its innovative online tool, the Tax Deferral Analyzer. Created to help financial advisors illustrate the advantages of tax deferral in all three phases of retirement income planning (saving, creating sustainable income, and providing a financial legacy), the tool earned an award in the IAC's Best Investment Integrated Ad Campaign category.

"Financial advisors have already given us a tremendous amount of positive feedback on the Tax Deferral Analyzer. This award acknowledges how outstanding the tool is from the perspective of innovative design, coupled with an impactful user experience," says Christine Tucker, vice president of marketing for Pacific Life's Retirement Solutions Division.

The Tax Deferral Analyzer was developed by BlueRush, a digital solutions company dedicated to effective communication for their clients online, via mobile devices, and through social media. The firm has won numerous awards for its innovative digital creations and works with some of the top brands in the financial services industry.

Larry Lubin, President & CEO of BlueRush, said, "A key objective in our work is to make complex matters easily understood. We believed that the Pacific Life Tax Deferral Analyzer achieved the right balance required for financial advisors to work with clients and bring to light key considerations in their financial planning. The award received is reinforcement from a recognized third party that we are on the right track."

The Tax Deferral Analyzer is available on Pacific Life's website at www.PacificLife.com. Financial advisors can learn more about the tool by calling a Pacific Life consultative wholesaler at (800) 722-2333.

About the IAC Awards

The Internet Advertising Competition (IAC) Awards are hosted annually by the Web Marketing Association (WMA) to honor excellence in online advertising, recognize the individuals and organizations responsible, and showcase the best in award-winning Internet advertising. The WMA was founded in Boston in 1997 to help set a high standard for Internet marketing and corporate website development on the World Wide Web.

About BlueRush

BlueRush Media Group Corp., through its wholly owned subsidiary, BlueRush Digital Media Corp., helps companies design, develop and manage their end-to-end digital media strategy. BlueRush creates innovative rich media and social media products and solutions that companies can leverage across all new media platforms, including Internet, Web TV, Smartphones, Tablet Computers and Digital Signs. BlueRush also offers a proprietary Email and Content Distribution platform for high value personalized communication to customers and prospects.

BlueRush Media Group Corp. is a publicly listed company on the TSX Venture Exchange trading under the symbol "BTV" and is headquartered in Toronto, Canada. For additional company information, visit BlueRush online at www.bluerush.com.

About Pacific Life

Offering insurance since 1868, Pacific Life provides a wide range of life insurance products, annuities, and mutual funds, and offers a variety of investment products and services to individuals, businesses, and pension plans. Pacific Life counts more than half of the 100 largest U.S. companies as its clients. For additional company information, including current financial strength ratings, visit Pacific Life online at www.PacificLife.com.

Pacific Life refers to Pacific Life Insurance Company and its affiliates, including Pacific Life & Annuity Company. Client count as of May 2013 is compiled by Pacific Life using the 2013 FORTUNE 500® list.

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Documents and/or Photos available for this release:

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To view supporting documents and/or photos, go to www.enr-corp.com/pressroom and enter Release ID: 373081

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