

Addendum to Personal Investment Portfolio Information Folder

Applicable to Personal Investment Portfolio (“PIP”) Segregated Fund contractholders in effect prior to January 1, 2011

Effective January 1, 2011,

Equitable Life will enhance its line-up of funds available to PIP contractholders. This amendment contains the applicable provisions to offer the new funds to contractholders who have allocated premiums into Segregated Funds prior to January 1, 2011.

The new funds are offered on the same basis as other Funds in the Information Folder, and all references in the Information Folder to the “Funds” or “Fund” should be interpreted to include the new funds.

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The following is added to the list of Segregated Funds under “Premiums” of your Information Folder:

Equitable Life Active Balanced ETF Portfolio Fund
 Equitable Life Acuity Diversified Income Fund
 Equitable Life Dynamic Value Balanced Fund
 Equitable Life Mackenzie Founders Income and Growth Fund
 Equitable Life Mackenzie Saxon Balanced Fund
 Equitable Life Trimark Income Growth Fund

The following is added to the chart under the heading “Fund Costs” of your Information Folder:

Segregated Fund	Management Fee	Insurance Fee	Insurance Fee Limits	Estimated MER
Equitable Life Active Balanced ETF Portfolio Fund	2.30%	0.10%	0.60%	2.80%
Equitable Life Acuity Diversified Income Fund	2.45%	0.10%	0.60%	3.05%
Equitable Life Dynamic Value Balanced Fund	2.75%	0.10%	0.60%	3.15%
Equitable Life Mackenzie Founders Income and Growth Fund	3.80%	0.10%	0.60%	3.15%
Equitable Life Mackenzie Saxon Balanced Fund	2.75%	0.10%	0.60%	3.10%
Equitable Life Trimark Income Growth Fund	2.85%	0.10%	0.60%	3.20%

The following paragraphs are added under “Investment Options”, section c) of your Information Folder:

Marketable Security as Underlying Investment

A marketable security can be classified as an equity or debt instrument such as stocks, shares, bonds and exchange traded funds that are traded, bought, or sold on a stock exchange. The assets of marketable securities are owned by investors of the marketable securities. Equitable Life is an owner of the underlying shares, stocks, bonds and exchange traded funds.

- The underlying investments of the Equitable Life Active Balanced ETF Portfolio Fund and the Equitable Life Money Market Fund are securities managed by Equitable Asset Management.

Mutual Fund as Underlying Investment

- The underlying investments of the Equitable Life Dynamic Value Balanced Fund and the Equitable Life Dynamic Value Balanced Fund are units of a mutual fund offered by Goodman & Company, Investment Counsel Ltd.
- The underlying investments of the Equitable Life Mackenzie Founders Income and Growth Fund and the Equitable Life Mackenzie Saxon Balanced Fund are units of a mutual fund offered by Mackenzie Financial Corporation.

Pooled Fund as Underlying Investment

- The underlying investments of the Equitable Life Acuity Diversified Income Fund are units of pooled funds offered by Acuity Investment Management Inc.

Equitable Life Active Balanced ETF Portfolio Fund

The fundamental investment objective of the fund seeks to achieve long term capital appreciation and income by investing in a diversified portfolio comprised primarily of fixed income, equity, and real estate related investments. The portfolio, at times, may assume limited exposures to commodity related investments or other alternative asset classes.

The Equitable Life Active Balanced ETF Portfolio Fund is a segregated fund that is managed by Equitable Asset Management.

The Equitable Life Active Balanced ETF Portfolio Fund will actively manage allocations between multiple asset classes based on the relative attractiveness of each category based on market conditions and the portfolio advisor's expectations for that asset class. The portfolio advisor may use a combination of fundamental and technical analysis in addition to quantitative measurements to establish the positioning bias of the fund. Exposures to particular asset classes will be achieved primarily through the use of exchange traded funds where a suitable vehicle is available.

Within the fixed income component, the portfolio advisor has the ability to manage interest rate risk by modifying its duration and curve positioning in anticipation of interest rate changes due to economic and capital market developments. Additional return potential will be achieved through credit exposure to corporate bonds of domestic and non domestic issuers. Fixed income will be targeted at 40% of the portfolio but may represent as much as 60% or as little as 20% of the portfolio weight.

Equity investments will encompass both domestic and foreign securities while broad representation will be achieved in both industry sector diversification and market capitalization. Growth expectations and valuation considerations between markets and sectors will contribute to asset weightings in equity categories. Aggregate equity investments will be targeted at 50% of the portfolio but may represent as much as 70% or as little as 30% of the portfolio weight.

Real estate and related investments will be based primarily on REIT investments and equity securities whose core business is real estate. The fund will target a 5% exposure to real estate related investments but may invest up to 15% of the Fund's assets in this category. Commodity and alternative investments will be assessed for relative attractiveness and employed on a tactical basis in measured allocations within the portfolio. The fund may invest up to 10% of assets in commodity and alternative investments.

The principal risks for this fund are credit risk, currency risk, derivative risk, special equities risk, equity risk, interest rate risk, tracking error risk. See also the "Risk Factors" section for additional information.

Equitable Life Acuity Diversified Income Fund

The fundamental investment objective of the Equitable Life Acuity Diversified Income Fund is to invest in the units of the Acuity Pooled Diversified Income Fund or a substantially similar fund.

The Equitable Life Acuity Diversified Income Fund is a segregated fund that is managed by The Equitable Life Insurance Company of Canada and currently the assets are invested exclusively in units of the Acuity Pooled Diversified Income Fund. The Acuity Pooled Diversified Income Fund is managed by Acuity Investment Management Inc. The Equitable Life Insurance Company of Canada reserves the right to substitute a substantially similar fund in the event that the current underlying fund changes its objective.

The Acuity Pooled Diversified Income Fund's investment objective is to invest primarily in high yield, investment grade and convertible corporate bonds; government and real return bonds; and other income producing securities such as income trusts and dividend-paying equities.

The principal risks for this fund are derivative risk, equity risk, interest rate risk, income trust risk, foreign market risk, securities lending risk, repurchase and reverse repurchase transactions risk, concentration risk. See also the "Risk Factors" section for additional information.

Equitable Life Dynamic Value Balanced Fund

The fundamental investment objective of the Equitable Life Dynamic Value Balanced Fund is to invest in units of the Dynamic Value Balanced Fund or a substantially similar fund.

The Equitable Life Dynamic Value Balanced Fund is a segregated fund that is managed by The Equitable Life Insurance Company of Canada and currently the assets are invested exclusively in shares of the Dynamic Value Balanced Fund. The Dynamic Value Balanced Fund is managed by Goodman & Company, Investment Counsel Ltd. The Equitable Life Insurance Company of Canada reserves the right to substitute a substantially similar fund in the event that the current underlying fund changes its objective.

The Dynamic Value Balanced Fund investment objective is to provide a high level of interest and dividend income and capital appreciation as is consistent with safety of capital by investing primarily in high-quality equity securities and high yield debt obligations.

The principal risks for this fund are commodity risk, credit risk, currency risk, derivative risk, equity risk, foreign market risk, underlying fund risk, securities lending risk and short selling risk. See also the "Risk Factors" section for additional information.

Equitable Life Mackenzie Founders Income and Growth Fund

The fundamental investment objective of the Equitable Life Mackenzie Founders Income and Growth Fund is to invest in shares of the Mackenzie Founders Income and Growth Fund or a substantially similar fund.

The Equitable Life Mackenzie Founders Income and Growth Fund is a segregated fund that is managed by The Equitable Life Insurance Company of Canada and currently the assets are invested exclusively in shares of the Mackenzie Founders Income and Growth Fund. The Mackenzie Founders Income and Growth Fund is managed by Mackenzie Financial Corporation.

The Equitable Life Insurance Company of Canada reserves the right to substitute a substantially similar fund in the event that the current underlying fund changes its objective.

The Mackenzie Founders Income and Growth Fund aims to provide investors with a steady stream of income and the potential for capital growth over the longer-term by investing in a portfolio of equity and fixed income investments, primarily through ownership of other Mackenzie Funds.

The principal risks for this fund are commodity risk, concentration risk, currency risk, derivative risk, foreign market risk, income trust risk, interest rate risk, underlying fund risk and securities lending risk. See also the "Risk Factors" section for additional information.

Equitable Life Mackenzie Saxon Balanced Fund

The fundamental investment objective of the Equitable Life Mackenzie Saxon Balanced Fund is to invest in shares of the Mackenzie Saxon Balanced Fund or a substantially similar fund.

The Equitable Life Mackenzie Saxon Balanced Fund is a segregated fund that is managed by The Equitable Life Insurance Company of Canada and currently the assets are invested exclusively in shares of the Mackenzie Saxon Balanced Fund. The Mackenzie Saxon Balanced Fund is managed by Mackenzie Financial Corporation. The Equitable Life Insurance Company of Canada reserves the right to substitute a substantially similar fund in the event that the current underlying fund changes its objective.

The Mackenzie Saxon Balanced Fund aims to provide long-term capital growth and income by investing primarily in a well-diversified balanced portfolio of Canadian equity instruments, fixed income and money market securities.

The principal risks for this fund are commodity risk, concentration risk, currency risk, derivative risk, foreign market risk, income trust risk, interest rate risk, liquidity risk, market risk and securities lending risk. See also the "Risk Factors" section for additional information.

Equitable Life Trimark Income Growth Fund

The fundamental investment objective of the Equitable Life Trimark Income Growth Fund is to invest in units of the Trimark Income Growth Fund or a substantially similar fund.

The Equitable Life Trimark Income Growth Fund is a segregated fund that is managed by The Equitable Life Insurance Company of Canada and currently the assets are invested in units of the Trimark Income Growth Fund. The Trimark Income Growth Fund is managed by Invesco Trimark Ltd. The Equitable Life Insurance Company of Canada reserves the right to substitute a substantially similar fund in the event that the current underlying fund changes its objective.

The Trimark Income Growth Fund's investment objective strives for long-term capital growth and current income by investing in a mix of equity and fixed-income securities. The equity portion is mainly invested in high quality Canadian stocks that are attractively priced relative to their historical earnings, cash flow and valuation record. The fixed-income portion seeks to generate current income.

The principal risks for this fund are market risk, foreign market risk, interest rate risk, credit risk, underlying fund risk and currency risk. See also the "Risk Factors" section for additional information.

The following is added under “Investment in Other Funds” (where applicable) of your Information Folder:

Principal Fund

Equitable Life Acuity Diversified Income Fund
Equitable Life Dynamic Value Balanced Fund
Equitable Life Mackenzie Founders Income and Growth Fund

Equitable Life Mackenzie Saxon Balanced Fund
Equitable Life Trimark Income Growth Fund

“Secondary” Fund

Acuity Pooled Diversified Income Fund
Dynamic Value Balanced Fund
Mackenzie Founders Income and Growth Fund
Mackenzie Saxon Balanced Fund
Trimark Income Growth Fund

The Equitable Life Active Balanced ETF Portfolio Fund may hold units of multiple exchange-traded funds at any given time in order to meet the investment objective of the fund.

The following are added under “Risk Factors” (where applicable) of your Information Folder:

Tracking Error Risk	Tracking Error Risk is the risk that the return of the underlying investments deviates from the return of the benchmark, which the fund or portfolio is mapped to. This is a common risk for exchange traded funds or index funds which are designed to track the performance of indices.
Commodity Risk	Commodity Risk is the risk in the value of an investment due to the change in prices of commodity goods which include among other things metals, minerals, energy and agriculture related goods. Commodity prices can exhibit short term volatility and are influenced by a number of factors including such things as supply and demand, weather, government regulation, political factors, speculation, interest rates and currency values.
Real Estate Risk	Real Estate Risk is the risk in the value of an investment due to changes in the prices of commercial and residential real estate properties. Real estate prices typically change over longer cycles and are influenced by factors such as economic growth, employment, interest rates, supply and demand factors, tax and government regulation.

The following is added under “Restrictions on Investment Policies – Segregated Funds” of your Information Folder:

Investments currently permitted for the Funds include:

- z) units of the pooled fund, Acuity Pooled Diversified Income Fund,
- aa) units of the mutual fund, Dynamic Value Balanced Fund,
- bb) units of the mutual fund, Mackenzie Founders Income and Growth Fund,
- cc) units of the mutual fund, Mackenzie Saxon Balanced Fund, and

dd) units of the mutual fund, Trimark Income Growth Fund.

The following are added under the “Custodians of Segregated Fund Securities” of your Information Folder:

- The Company retains control over the cash and securities of the Equitable Life Active Balanced ETF Portfolio Fund and Money Market Fund. All investments and Premiums in this Fund are made in the name of the Company.
- Acuity Investment Management Inc. retains control over the cash and securities of the Acuity Pooled Diversified Income Fund and other funds that Acuity Investment Management Inc. manages. All investments and premiums in these funds are made in the name of Acuity Investment Management Inc.
- Invesco Trimark Ltd. retains control over the cash and securities of the Trimark Income Growth Fund and other funds that Invesco Trimark Ltd. manages. All investments and premiums in these funds are made in the name of Invesco Trimark Ltd.
- Goldman & Company, Investments Counsel Ltd. retains control over the cash and securities of the Dynamic Value Balanced Fund and other funds that Goldman & Company, Investments Counsel Ltd. manages. All investments and premiums in these funds are made in the name of Goldman & Company, Investments Counsel Ltd.
- Mackenzie Financial Corporation retains control over the cash and securities of the Mackenzie Founders Income and Growth Fund and Mackenzie Saxon Balanced Fund, and other funds that Mackenzie Financial Corporation manages. All investments and premiums in these funds are made in the name of Mackenzie Financial Corporation.

The following are added under “Functions of Insurer and Distributions of Contracts” of your Information Folder:

Management of the Equitable Life Active Balanced ETF Portfolio Fund and Money Market Fund portfolio is by Equitable Asset Management within the Company. Investment analysis, recommendations, decisions, and the execution of purchases and sales of securities and related brokerage agreements regarding these Funds is performed by an Investment Committee of appointed Company officers.

Management of the underlying funds of the Equitable Life Accuity Diversified Income Fund is currently by Acuity Investment Management Inc., located at Suite 1800, 65 Queen St., West, Toronto, Ontario. Investment analysis, recommendations, decisions, and the execution of purchases and sales of securities and related brokerage agreements regarding these Funds is performed by Acuity Investment Management Inc.

Acuity Investment Management Inc. is a Canadian investment management firm based in Toronto and is not related in any way to the Company.

Management of the underlying fund of the Equitable Life Trimark Income Growth Fund is currently by Invesco Trimark Ltd., located at Suite 700, 120 Bloor St., East, Toronto, Ontario. Investment analysis, recommendations, decisions, and the execution of purchases and sales of

securities and related brokerage agreements regarding these Funds is performed by Invesco Trimark Ltd.

Invesco Trimark Ltd. is a Canadian investment management firm based in Toronto and is not related in any way to the Company.

Management of the underlying fund of the Equitable Life Dynamic Value Balanced Fund is currently by Goodman & Company, Investment Counsel Ltd. located at Scotia Plaza, 55th Floor, 40 King St. West, Toronto, Ontario. Investment analysis, recommendations, decisions, and the execution of purchases and sales of securities and related brokerage agreements regarding these Funds is performed by Goodman & Company, Investment Counsel Ltd.

Goodman & Company, Investment Counsel Ltd is a Canadian investment management firm based in Toronto and is not related in any way to the Company.

Management of the underlying fund of the Equitable Life Mackenzie Founders Income and Growth Fund, and Equitable Life Mackenzie Saxon Balanced Fund is currently by Mackenzie Financial Corporation, located at 180 Queen Street West, Toronto, Ontario. Investment analysis, recommendations, decisions, and the execution of purchases and sales of securities and related brokerage agreements regarding this Fund is performed by Mackenzie Financial Corporation.

Mackenzie Financial Corporation is a Canadian investment management firm based in Toronto and is not related in any way to the Company.

The following are added under “Material Contracts” of your Information Folder:

- Acuity Investment Management Inc. whereby we may offer for sale, Annuity Contracts that invest in Segregated Funds (Equitable Life Acuity Diversified Income Fund) which invest exclusively in units of the pooled fund, Acuity Pooled Diversified Income Fund.
- Invesco Trimark Ltd. whereby we may offer for sale, Annuity Contracts that invest in Segregated Funds (Equitable Life Trimark Income Growth) which invest exclusively in units of the Trimark Income Growth Fund.
- Goodman & Company, Investment Counsel Ltd. whereby we may offer for sale, Annuity Contracts that invest in Segregated Funds (Equitable Life Dynamic Value Balanced Fund) which invests exclusively in units of the mutual fund Dynamic Value Balanced Fund respectively.
- Mackenzie Financial Corporation whereby we may offer for sale, Annuity Contracts that invest in Segregated Funds (Equitable Life Mackenzie Founders Income and Growth Fund, and Equitable Life Mackenzie Saxon Balanced Fund), which invest exclusively in shares of the mutual fund corporation, Mackenzie Founders Income and Growth Fund, and Mackenzie Saxon Balanced Fund respectively.

The Information Folder, as amended by this Addendum, provides brief and plain disclosure of all material facts.



Fabien Jeudy, F.S.A., F.C.I.A.
President and Chief Executive Officer



Cam Crosbie
VP, Savings and Retirement