



Exhibit

99.1 Sun Life Financial Code of Business Conduct

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**SIGNATURE**

Pursuant to the requirement of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

*Sun Life Financial Inc.*

(Registrant)

Date: April 23, 2010

By */s/ Eric Weinheimer*  
Eric Weinheimer  
Vice-President and  
Associate General Counsel