

Adjusted Performance of Underlying Funds through 08/31/2010

The following performance information of the Fund reflects the total of the income generated by the Fund net of total Fund operating expenses plus capital gains and losses, realized or unrealized. Performance does not reflect any Policy or Variable Account charges or expenses. Fund inception dates of the underlying Funds are based on the inception date of the share class listed not the specific Fund inception date. The inception date of the share class may precede the date the underlying Fund became available under the variable account, under the policies or under the sub-accounts.

Performance Information for periods dating from the establishment of the sub-accounts for specific Funds is available upon request. (800-700-6554)

| Fund | Total Return Data for the Period Ending: 08/31/2010 | | | | | | | | |
|---|---|---------|---------|--------------|--------|--------|--------|---------|-------------------|
| | Inception Date | 1-Month | 3-Month | Year-to Date | 1-Year | 3-Year | 5-Year | 10-Year | Life of Portfolio |
| Alger Growth & Income Portfolio Class I-2(a)(b) | 11/15/88 | -4.16 | -3.40 | -6.57 | 2.51 | -8.54 | -1.78 | -3.70 | 7.32 |
| Alger Mid Cap Growth Portfolio Class I-2(c) | 05/03/93 | -3.88 | -5.76 | -4.96 | 7.98 | -12.68 | -2.36 | -0.94 | 9.74 |
| Alger Small Cap Growth Portfolio Class I-2(a)(d) | 09/21/88 | -5.20 | -7.46 | -3.05 | 9.35 | -7.64 | 2.29 | -1.97 | 8.98 |
| AllianceBernstein Balanced Wealth Strategy Portfolio (Class B) | 06/30/04 | -2.12 | 0.50 | -1.72 | 5.56 | -4.60 | 1.13 | | 2.54 |
| AllianceBernstein Global Thematic Growth Portfolio(a)(e) | 09/22/99 | -4.09 | 0.81 | -6.33 | 6.95 | -7.49 | 0.82 | -8.46 | -2.69 |
| AllianceBernstein Growth and Income Portfolio (Class B) | 06/01/99 | -4.03 | -2.06 | -5.17 | 2.26 | -12.06 | -3.12 | -0.03 | 1.25 |
| BlackRock Global Allocation V.I. Fund (Class III) | 11/18/03 | -1.20 | 1.85 | -1.64 | 5.18 | 0.87 | 6.43 | | 8.68 |
| Delaware VIP Smid Cap Growth Series Standard Class(f) | 07/12/91 | -5.11 | -3.55 | 4.91 | 21.97 | -2.79 | 3.06 | -0.63 | 8.11 |
| Dreyfus IP MidCap Stock Portfolio (Initial Shares) | 05/01/98 | -5.01 | -5.18 | 0.75 | 12.59 | -7.56 | -1.74 | 1.43 | 3.06 |
| DWS Dreman Small Mid Cap Value VIP - Class A | 05/01/96 | -4.72 | -5.19 | -2.43 | 10.44 | -6.46 | 2.03 | 8.40 | 6.98 |
| DWS Small Cap Index VIP - Class B | 04/30/02 | -7.41 | -8.92 | -3.39 | 5.93 | -8.07 | -1.42 | 1.77 | 2.62 |
| Fidelity VIP Balanced Portfolio (Service Class 2) | 01/12/00 | -3.68 | -2.53 | -1.02 | 7.95 | -2.84 | 2.67 | 1.71 | 2.13 |
| Fidelity VIP Contrafund Portfolio (Service Class) | 01/03/95 | -5.10 | -3.70 | -4.87 | 5.02 | -7.50 | 0.76 | 2.03 | 9.63 |
| Fidelity VIP Growth Portfolio (Service Class) | 10/09/86 | -4.67 | -4.26 | -3.25 | 7.46 | -10.61 | -1.69 | -5.06 | 8.06 |
| Fidelity VIP Index 500 Portfolio (Service Class) | 08/27/92 | -4.53 | -3.21 | -4.71 | 4.79 | -8.74 | -1.02 | -2.01 | 7.13 |
| Fidelity VIP Money Market Portfolio (Service Class)(g)(7-day yield: 0.111)(h) | 07/07/00 | 0.01 | 0.03 | 0.05 | 0.11 | 1.74 | 2.92 | 2.61 | 2.67 |
| Fidelity VIP Overseas Portfolio (Service Class) | 01/28/87 | -4.12 | 3.70 | -8.41 | -1.52 | -11.46 | 0.33 | -0.64 | 5.26 |
| Franklin Templeton VIP Founding Funds Allocation Fund Class 2 | 07/02/07 | -2.93 | 0.60 | -2.64 | 6.46 | -6.79 | | | -8.42 |

(a) Closed to new premium and transfers.

(b) Previously known as Alger American Income & Growth Portfolio.

(c) Previously known as Alger American Mid Cap Growth Portfolio.

(d) Formerly known as Alger American SmallCap Growth Portfolio.

(e) Formerly known as Alliance Bernstein Global Technology.

(f) Formerly known as Delaware VIP Growth Opportunities Series (Standard Class).

(g) Investment in a money market fund is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency, and although the fund seeks to preserve the value of your investment at \$1.00 per share, it is possible to lose money by investing in the fund.

(h) Based on the seven days ending on (08/31/2010). The yield quotation more closely reflects the current earnings of this Money Market Fund than the total return quotation. Seven-day current SEC yield is a hypothetical rate of return for an investment in the Fidelity VIP Money Market Portfolio (Service Class) over the specified seven-day period with dividends annualized.

Results reflect annualized returns for performance periods greater than one year and period returns for performance periods one year or less. Results have been calculated by the insurance carrier as of the date shown above using unaudited data from the fund and may be subject to change. Part of a Fund's recent performance may be attributable to positive returns from its initial public offering ("IPO") investments. There can be no guarantee that the IPO will have or continue to have a positive effect on the Fund's performance.

Futurity Accumulator Variable Universal Life Investment Options

Adjusted Performance of Underlying Funds through 08/31/2010

The following performance information of the Fund reflects the total of the income generated by the Fund net of total Fund operating expenses plus capital gains and losses, realized or unrealized. Performance does not reflect any Policy or Variable Account charges or expenses. Fund inception dates of the underlying Funds are based on the inception date of the share class listed not the specific Fund inception date. The inception date of the share class may precede the date the underlying Fund became available under the variable account, under the policies or under the sub-accounts.

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| Fund | Total Return Data for the Period Ending: 08/31/2010 | | | | | | | | |
|---|---|---------|---------|--------------|--------|--------|--------|---------|-------------------|
| | Inception Date | 1-Month | 3-Month | Year-to Date | 1-Year | 3-Year | 5-Year | 10-Year | Life of Portfolio |
| Goldman Sachs VIT Mid Cap Value Fund I(a) | 05/01/98 | -4.44 | -3.38 | 0.62 | 12.10 | -5.55 | 0.58 | 8.43 | 6.64 |
| Goldman Sachs VIT Structured U.S. Equity Fund I | 02/13/98 | -4.90 | -4.39 | -6.00 | 1.66 | -11.29 | -3.51 | -2.83 | 0.90 |
| Invesco V.I. Capital Appreciation Fund (Series I)(j) | 05/05/93 | -4.60 | -4.46 | -7.18 | 1.67 | -12.75 | -4.00 | -6.82 | 4.90 |
| Invesco V.I. Core Equity Fund (Series I)(a)(k) | 05/02/94 | -4.13 | -3.85 | -6.78 | 2.39 | -5.30 | 1.68 | -2.63 | 6.73 |
| Invesco V.I. Dynamics Fund (Series I)(a)(m) | 08/22/97 | -5.67 | -6.38 | -4.08 | 9.82 | -10.23 | -1.02 | -5.39 | 2.55 |
| Invesco V.I. International Growth Fund (Series I)(n) | 05/05/93 | -2.58 | 4.57 | -4.19 | 7.65 | -7.27 | 4.31 | 1.20 | 6.96 |
| Invesco V.I. Small Cap Equity Fund (Series I)(a)(o) | 08/29/03 | -6.89 | -8.52 | -2.33 | 5.63 | -6.78 | 0.96 | | 4.43 |
| Invesco Van Kampen V.I. Equity and Income Fund (Series II)(p) | 05/01/03 | -3.24 | -1.76 | -2.32 | 5.24 | -4.49 | 0.85 | | 4.98 |
| Invesco Van Kampen V.I. Growth and Income Fund (Series I)(q) | 12/23/96 | -5.15 | -4.50 | -6.51 | 2.40 | -7.82 | -0.48 | 2.44 | 6.73 |
| Invesco Van Kampen V.I. Mid Cap Value Fund (Series II)(r) | 05/06/03 | -5.03 | -5.72 | -0.20 | 11.36 | -17.77 | -5.51 | | 2.83 |
| MFS Blended Research Core Equity Portfolio I Class | 11/14/86 | -4.73 | -4.19 | -3.55 | 5.63 | -7.17 | -0.28 | -1.23 | 7.82 |
| MFS Government Securities Portfolio I Class | 06/12/85 | 0.97 | 3.05 | 6.65 | 7.38 | 7.88 | 6.00 | 6.11 | 7.24 |
| MFS Growth Portfolio I Class(a) | 05/01/95 | -4.89 | -4.79 | -7.74 | 4.69 | -4.96 | 2.08 | -5.75 | 6.21 |
| MFS High Yield Portfolio I Class | 06/12/85 | 0.18 | 4.87 | 8.55 | 21.16 | 5.25 | 5.22 | 5.46 | 7.55 |
| MFS International Growth Portfolio I Class | 06/03/96 | -3.02 | 5.86 | -3.88 | 6.48 | -5.27 | 4.98 | 4.46 | 5.08 |
| MFS Massachusetts Investors Growth Stock Portfolio I Class | 05/06/98 | -6.33 | -4.97 | -9.22 | 2.75 | -6.00 | -0.17 | -4.76 | 0.97 |
| MFS New Discovery Portfolio I Class | 05/06/98 | -3.92 | -2.37 | 2.57 | 17.86 | -0.79 | 3.64 | -0.10 | 5.50 |
| MFS Total Return Portfolio I Class | 05/11/88 | -2.25 | 0.00 | -0.33 | 5.11 | -2.35 | 1.70 | 3.97 | 8.44 |

(a) Closed to new premium and transfers.

(j) Formerly known as AIM V.I. Capital Appreciation Fund (Series I).

(k) Formerly known as AIM V.I. Core Equity Fund (Series I).

(m) Formerly known as AIM V.I. Dynamics Fund (Series I).

(n) Formerly known as AIM V.I. International Growth Fund (Series I).

(o) Formerly known as AIM V.I. Small Cap Equity Fund (Series I).

(p) Formerly known as Van Kampen's UIF Equity and Income Portfolio Class II.

(q) Formerly known as Van Kampen LIT Growth and Income Portfolio Class I.

(r) Formerly known as Van Kampen's UIF U.S. Mid Cap Value Portfolio Class II.

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Futurity Accumulator Variable Universal Life Investment Options

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|---|---|---------|---------|--------------|--------|--------|--------|---------|-------------------|
| | Inception Date | 1-Month | 3-Month | Year-to Date | 1-Year | 3-Year | 5-Year | 10-Year | Life of Portfolio |
| MFS Utilities Portfolio I Class | 11/16/93 | -1.72 | 5.42 | -0.63 | 11.23 | -2.59 | 7.69 | 5.27 | 10.88 |
| MFS Value Portfolio I Class | 05/06/98 | -4.38 | -2.97 | -5.57 | 1.93 | -7.86 | 0.56 | 3.43 | 4.91 |
| Morgan Stanley UIF Mid Cap Growth Portfolio (Class II)(s) | 05/06/03 | -1.32 | 0.73 | 6.83 | 20.95 | -10.28 | -1.95 | | 6.00 |
| Oppenheimer Capital Appreciation Fund/VA NS | 04/03/85 | -4.13 | -4.55 | -10.60 | 1.00 | -9.96 | -1.99 | -3.47 | 8.99 |
| PIMCO Emerging Markets Bond Portfolio (Admin) | 09/30/02 | 2.24 | 8.76 | 12.14 | 20.01 | 9.32 | 8.42 | | 13.69 |
| PIMCO Real Return Portfolio (Admin) | 09/30/99 | 2.03 | 4.08 | 8.03 | 13.26 | 8.36 | 5.63 | 8.13 | 8.20 |
| PIMCO Total Return Portfolio (Admin) | 12/31/97 | 1.43 | 4.50 | 8.45 | 11.14 | 11.09 | 7.77 | 7.37 | 6.89 |
| SC AllianceBernstein International Value Fund I Class | 10/01/08 | -3.83 | 3.65 | -10.39 | -6.35 | | | | -4.13 |
| SC BlackRock Inflation Protected Bond Fund I Class | 10/01/08 | 2.08 | 3.27 | 5.83 | 9.69 | | | | 7.07 |
| SC Columbia Small Cap Value Fund I Class(t) | 10/01/08 | -7.28 | -8.35 | -5.26 | 5.98 | | | | -0.66 |
| SC Davis Venture Value Fund I Class | 07/17/00 | -4.27 | -3.26 | -6.14 | 3.67 | -8.71 | -0.87 | 0.50 | 0.71 |
| SC Goldman Sachs Mid Cap Value Fund I Class | 03/07/08 | -5.23 | -5.01 | 0.50 | 11.09 | | | | -4.87 |
| SC Goldman Sachs Short Duration Fund I Class | 03/07/08 | 0.20 | 0.94 | 2.43 | 3.32 | | | | 3.74 |
| SC Ibbotson Balanced Fund I Class | 10/01/08 | -2.09 | 0.63 | 0.18 | 7.64 | | | | 6.39 |
| SC Ibbotson Growth Fund I Class | 10/01/08 | -3.07 | -0.36 | -1.78 | 6.74 | | | | 5.50 |
| SC Ibbotson Moderate Fund I Class | 10/01/08 | -1.24 | 1.00 | 1.55 | 7.53 | | | | 5.80 |
| SC Invesco Small Cap Growth Fund I Class(u) | 10/01/08 | -4.52 | -4.91 | -0.94 | 9.76 | | | | -1.04 |
| SC Lord Abbett Growth & Income Fund I Class | 03/07/08 | -5.74 | -5.24 | -3.86 | 1.54 | | | | -8.15 |

(s) Formerly known as Van Kampen's UIF Mid Cap Growth Portfolio Class II.

(t) Formerly known as SC Dreman Small Cap Value Fund I Class.

(u) Formerly known as SC AIM Small Cap Growth Fund I Class.

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| SC Oppenheimer Large Cap Core Fund I Class(v) | 05/01/02 | -5.36 | -4.19 | -3.36 | 5.66 | -11.40 | -3.23 | | 1.74 |
| SC Oppenheimer Main Street Small Cap Fund I Class | 07/17/00 | -6.97 | -7.80 | -2.84 | 6.70 | -7.59 | -0.66 | 5.03 | 5.39 |
| SC PIMCO High Yield Fund I Class | 03/07/08 | 0.19 | 5.32 | 7.79 | 19.27 | | | | 7.82 |
| SC PIMCO Total Return Bond Fund I Class | 10/01/08 | 1.73 | 4.73 | 8.50 | 10.53 | | | | 12.36 |
| SC WMC Blue Chip Mid Cap Fund I Class(w) | 09/01/99 | -4.92 | -5.37 | -1.16 | 9.73 | -5.36 | 3.04 | 4.25 | 9.00 |
| SC WMC Large Cap Growth Fund I Class(x) | 05/01/06 | -6.49 | -6.03 | -6.26 | 5.58 | -9.31 | | | -5.87 |
| Sun Capital Global Real Estate Fund I Class(y) | 12/07/98 | 0.00 | 7.58 | 2.32 | 15.39 | -11.84 | -1.83 | 8.37 | 8.45 |
| Sun Capital Investment Grade Bond Fund I Class | 12/07/98 | 1.05 | 3.82 | 7.09 | 11.40 | 4.97 | 4.26 | 5.64 | 5.24 |
| T. Rowe Price Blue Chip Growth Portfolio | 12/29/00 | -5.20 | -5.30 | -7.37 | 4.57 | -7.72 | -0.38 | | -0.97 |
| Templeton Foreign Securities Fund (Class 2) | 05/01/92 | -3.42 | 3.74 | -7.90 | 0.14 | -6.61 | 2.20 | 2.00 | 7.18 |
| Templeton Growth Securities Fund (Class 2) | 01/06/99 | -4.29 | 0.37 | -8.60 | 0.27 | -11.45 | -2.13 | -0.79 | -1.83 |

(v) Formerly Sun Capital All Cap Fund.

(w) Formerly SC Blue Chip Mid Cap Fund.

(x) Formerly SC FI Large Cap Growth Fund.

(y) Formerly Sun Capital Real Estate Fund.

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IMPORTANT DISCLOSURES

The intent of this chart is to provide the past performance of the underlying funds that these policies are currently invested in through Sun Life of Canada (U.S.) Separate Account I. The Futurity Accumulator Variable Universal Life has been available since 05/01/01. The inception date of the Sun Life Assurance Company of Canada (U.S.) variable account used to fund benefits payable under Futurity Accumulator Variable Universal Life policies is December 01, 1998. The variable account is divided into subaccounts that invest in the underlying Funds.

This information is based on past performance and is not a guarantee or an indication of future results.

The performance results shown reflect management fees and other expenses of the underlying funds but do not reflect the Policy charges including mortality and expense risk charges, the cost of insurance charges, charges for optional benefits and surrender charges. The maximum surrender charge is \$26.84 per \$1,000 of Specified Face Amount. Surrender charges will be deducted if the policy is surrendered, or the death benefit is decreased during the surrender charge period. Actual results would be significantly lower after deducting applicable policy charges. A complete description and range of the policy charges can be found in the product prospectus or at www.sunlife-usa.com. In addition, the results do not take into account personal income taxes and capital gains where applicable. **Please contact your sales representative to obtain a personalized illustration which reflects all charges applicable to your policy.**

Total return is the change in value of a fund over a given period, assuming reinvestment of any dividends and capital gains. Average annual return is a hypothetical rate of return that, if achieved annually, would have produced the same results over the stated period if performance during that period had been constant. Average annual returns smooth variations in performance and are not the same as actual year-by-year results. **Results reflect annualized returns for performance greater than one year and period returns for performance periods one year or less. Blanks indicate no data is available for that time period.**

Variable Universal Life Insurance products are for persons who have a long-term need for life insurance. This information should not be examined unless a prospectus has been received or is concurrently received with this document. If you do not have a prospectus for Futurity Accumulator Variable Universal Life and each of the underlying sub-accounts, they are available from your sales representative. They should be read carefully before investing or sending money. Futurity Accumulator Variable Universal Life is available only through sales representatives licensed and appointed with Sun Life Assurance Company of Canada (U.S.).

Variable insurance products are not insured by the FDIC or other government agency and are not deposits or other obligations of, or guaranteed by, any financial institutions. The variable account subaccount values that reflect the underlying Fund's share value changes are subject to investment risk, including possible loss of the principal amount invested, and will fluctuate in value. You may receive more or less than you paid when you access your values.

Futurity Accumulator Variable Universal Life is issued by Sun Life Assurance Company of Canada (U.S.) and distributed through our affiliated broker-dealer, Clarendon Insurance Agency, Inc., both members of the Sun Life Financial group of companies.

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