PACIFIC LIFE FUNDS

PL Port Optimization Mod-Con, Cl R

Benchmark: BarCap US Agg Bond TR USD

Overall Morningstar Rating™	Morningstar Return	Morningstar Risk
★★★	Average	Average

Out of 555 Conservative Allocation funds. **An investment's overall Morningstar Rating, based on its risk-adjusted return, is a weighted average of its applicable 3-, 5-, and 10-year Ratings. See disclosure for details.**

Investment Strategy from investment's prospectus

The investment seeks current income and moderate growth of capital.

The fund invests primarily in affiliated mutual funds representing a variety of asset classes. It invests primarily in other Pacific Life funds. The fund targets 5% of assets to cash equivalents, 55% to fixed-income, 30% to domestic equity and 10% to international equity. International includes emerging market countries. It is nondiversified.

Past name(s): PF Portfolio Optimization Model B.

Category Description: Conservative Allocation

Conservative-allocation funds seek to provide both capital appreciation and income by investing in three major areas: stocks, bonds, and cash. These funds tend to hold smaller positions in stocks than moderate-allocation funds. These funds typically have 20% to 50% of assets in equities and 50% to 80% of assets in fixed income and cash.

Fees and Expenses as of 03-31-10

Prospectus Net Expense Ratio	1.52%
Prospectus Gross Expense Ratio	*2.29%*
Maximum Sales Charge	—

Waiver Data	Type	Exp. Date	%
ExpenseRatio	Contractual	06-30-10	0.77

Statistics

	Port Avg	Rel S&P 500*	Rel Cat
P/E Ratio	13.03	1.02	0.87
P/B Ratio	1.77	0.96	0.98
GeoAvgCap ($mil)	25,578.08	0.63	1.24

Risk Measures as of 06-30-10	Port Avg	Rel S&P 500	Rel Cat
3 Yr Std Dev	11.42	0.55	1.05
3 Yr Beta	0.81	—	1.09
3 Yr Sharpe Ratio	-0.05	0.11	0.56

Operations

Fund Inception Date	09-30-05
Ticker	POBRX

Portfolio Manager(s)

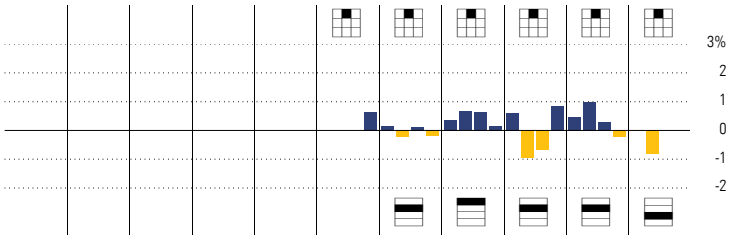
Howard T. Hirakawa, CFA. Since 2003.
Carleton J. Muench, CFA. Since 2006.

Management Company	Pacific Life Fund Advisors LLC (PLFA)
Subadvisor	—
Subadvisor Tenure	—

Notes

This page must be accompanied by all disclosure pages.
*Portfolio comparisons to the S&P 500 index are calculated against the iShares S&P 500 Index ETF.

Performance as of 06-30-10



Morningstar Category
Conservative Allocation

Fund Performance Versus Category Average
Quarterly Fund Return
■+ ■− Category Avg
− Category Avg Baseline

Performance Quartile
(within category)

2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	06-10	History
—	—	—	—	—	—	—	—	—	—	10.04	NAV
—	—	—	—	—	—	8.10	6.45	-19.04	22.12	-0.86	Non-Std Return%
—	—	—	—	—	—	3.77	-0.52	-24.28	16.19	-6.19	+/- Benchmark
—	—	—	—	—	—	46	22	49	39	72	Tot Rtn% Rank Cat

Trailing Returns as of 06-30-10

	Non - Std Return %	Std Return %	Bmark %	Fund Rank %
YTD	-0.86	-0.86	5.33	72
1Yr	11.89	11.89	9.50	60
3Yr Avg	0.04	0.04	7.55	43
5Yr Avg	—	—	—	—
10Yr Avg	—	—	—	—
Since Incep	2.90	2.90	—	—

Hypothetical Growth of $10,000 start date 09-30-05	06-30-10
Fund	$11,452
Benchmark	$13,183

Performance Disclosure: The performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate thus an investor's shares, when redeemed, may be worth more or less than their original cost.

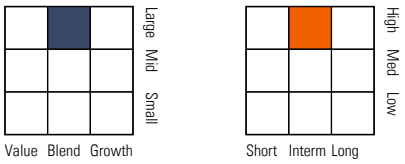
Current performance may be lower or higher than return data quoted herein. For more current information including month-end performance please call 800-722-2333 or visit www.pacificlife.com. Please refer to the performance section of the disclosure page for more information.

Portfolio Analysis as of 06-30-10

Top 10 Holdings as of 06-30-10	% Assets
Pacific Life Fds	27.30
Pacific Life Fds	14.02
Pacific Life Fds	11.50
PL Floating Rate Loan A	6.91
Pacific Life Fds	6.79
Pacific Life Fds	6.67
Pacific Life Fds	5.75
Pacific Life Fds	5.10
Pacific Life Fds	3.83
Pacific Life Fds	2.98

Total Number of Holdings	15
Annual Turnover Ratio %	10
Total Fund Assets ($mil)	198.68

Morningstar Style Box™ as of 06-30-10 (EQ) ; 03-31-10 (F-I)



Morningstar Sectors as of 06-30-10	% Fund
Information	20.87
Software	2.85
Hardware	7.04
Media	5.71
Telecommunication	5.27
Service	43.41
Healthcare Service	10.85
Consumer Service	10.03
Business Service	4.91
Financial Service	17.62
Manufacturing	35.73
Consumer Goods	13.33
Industrial Materials	10.86
Energy	9.04
Utilities	2.50

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The Morningstar Fact Sheet is provided to help you further evaluate Pacific Life Funds. This material must be preceded or accompanied by the Pacific Life Funds prospectus. The prospectus contains more complete information, including the risks, charges, expenses, and investment objectives of Pacific Life Funds. Read the prospectus carefully before investing or sending money.

Portfolio Optimization Fund information assumes investment in a variety of underlying funds. Portfolio Optimization are five asset allocation fund of funds that offers different risk/return profiles. Pacific Life Fund Advisors LLC (PLFA), a wholly owned subsidiary of Pacific Life, is the adviser to Pacific Life Funds and oversees Portfolio Optimization Funds. Each Portfolio Optimization Fund seeks to achieve its investment goal by investing in other Pacific Life Funds (the underlying funds). An asset allocation process, which seeks to optimize returns given various levels of risk tolerance, is used to determine how to invest in the underlying funds.

PLFA, a wholly owned subsidiary of Pacific Life Insurance Company, is the investment advisor to Pacific Life Funds. PLFA also does business under the name "Pacific Asset Management" (PAM) and manages the Fund's Money Market and High Yield Bond portfolios under the PAM name.

Portfolio Optimization Funds are offered by Pacific Life Funds. Pacific Life Funds are distributed by **Pacific Select Distributors, Inc.** (member FINRA & SIPC), a subsidiary of Pacific Life Insurance Company, and are available through licensed third-party broker/dealers.

Performance

Non-Standardized Returns reflect performance without adjusting for sales charges or the effects of taxation, but are adjusted to reflect all actual ongoing fund expenses and assumes reinvestment of dividends end capital gains. If adjusted, sales charges would significantly reduce the performance quoted.

Standardized Returns are total returns adjusted for sales charges, if applicable. The sales charge adjusted for may not necessarily be consistent with the prospectus. Fact sheets labeled "Cl A LW" (Class A Load Waived) are load waived.

Performance is compared with that of an index. The index is an unmanaged portfolio of specified securities and the index does not reflect any initial or ongoing expenses. An underlying fund's portfolio may differ significantly from the securities in the index. This index may differ from the benchmark index or the indices in the prospectus.

Lehman Brothers Aggregate Bond Index: Composed of approximately 7,000 asset-backed, corporate, government, and mortgage-backed bonds. The index's total return consists of price appreciation/depreciation and income as a percentage of the original investment.

Standard & Poor's 500 TR: A market capitalization-weighted index of 500 widely-held stocks often used as a proxy for the stock market. TR (Total Return) indexes include daily reinvestment of dividends.

Pacific Life Insurance Company contracts Morningstar Inc., for a fee, as a third-party advisor to produce this fact sheet. In this capacity, Morningstar independently provides its analysis and statistics on the underlying investment options. Pacific Life Funds, Pacific Life, and its affiliates have not independently verified this information.

BarCap US Agg Bond TR USD: Composed of approximately 7,000 asset-backed, corporate, government, and mortgage-backed bonds. The index's total return consists of price appreciation/depreciation and income as a percentage of the original investment. The underlying component indexes (BarCap Government/Corporate Bond Index, Mortgage-Backed Securities Index and the Asset-Backed Securities Index) are rebalanced monthly by market capitalization.

Morningstar Return

This statistic is a measurement of a portfolio's excess return over a risk-free rate (the return of the 90-day Treasury bill), after adjusting for all applicable loads and sales charges. In each Morningstar Category, the top 10% of funds earn a High Morningstar Return, the next 22.5% Above Average, the middle 35% Average, the next 22.5% Below Average, and the bottom 10% Low. Morningstar Return is measured for up to three time periods (three-, five-, and 10-years). These separate measures are then weighted and averaged to produce an overall measure for the fund. Funds with less than three years of performance history are not rated.

Morningstar Risk

This statistic evaluates the variations in a portfolio's monthly returns, with an emphasis on downside variations. In each Morningstar Category, the 10% of funds with the lowest measured risk are described as Low Risk, the next 22.5% Below Average, the middle 35% Average, the next 22.5% Above Average, and the top 10% High. Morningstar Risk is measured for up to three time periods (three-, five-, and 10-years). These separate measures are then weighted and averaged to produce an overall measure for the fund. Funds with less than three years of performance history are not rated.

Morningstar Sectors

The purpose of this section is to help show diversification among the holdings and sectors of the underlying funds that comprise the applicable Portfolio Optimization Fund. The percentages are derived by Morningstar based on the underlying fund allocations of the applicable fund. Morningstar prepares this information based on publicly available holdings information. Generally each underlying funds' holdings are for the prior month end, however, certain underlying funds' holdings are for the month ended one or two months prior.

Definitions

Price/Earnings Ratio is a stock's current price divided by the company's trailing 12-month earnings per share.

Price/Book Ratio is the weighted average of the price/book ratios of all the stocks in a portfolio.

Geometric Average Cap is the geometric mean of the market capitalization for all of the stocks the fund owned.

Beta is a measure of a portfolio's sensitivity to market movements.

Standard Deviation is a statistical measure of the volatility of the portfolio's returns.

Expense Ratio is from the funds' prospectus dated 7/1/09. It reflects any expense waivers and/or expense reimbursements in place during the period. There is no guarantee that expenses will continue to be waived and/or reimbursed. See the current prospectus for more detailed information.

Sharpe Ratio is a risk-adjusted measure calculated by using standard deviation and excess return to determine reward per unit of risk.

Morningstar Style Box™

The Morningstar Style Box reveals a portfolio's investment strategy. For equity and fixed-income portfolios respectively, the vertical axis shows the market capitalization of the stocks owned or the average credit quality of the bonds owned. The horizontal axis shows investment style (value, blend, or growth) or interest rate sensitivity as measured by a bond's duration (short, intermediate or long). Duration is a measure of interest-rate sensitivity—the longer a portfolio's duration, the more sensitive it is to shifts in interest rates.

Investment Risk

See the prospectus for more complete information regarding investment risks. The Portfolio Optimization Funds are exposed to the same risks as the underlying funds in direct proportion to the allocation of assets among those funds. Asset allocations may vary from target allocations. Asset allocation does not guarantee future results, assure a profit or protect against loss. Investment in an individual fund or funds in a single asset class may outperform or underperform an asset allocation fund.

Foreign Securities Portfolios/Emerging Market Portfolios: Portfolios that invest in foreign securities involve special additional risks. These risks include, but are not limited to, currency risk, political risk, and risk associated with varying accounting standards. Investing in emerging markets may accentuate these risks.

Non-Diversified Portfolios: Portfolios that invest more of their assets in a single issuer involve additional risks, including share price fluctuations, because of the increased concentration of investments.

Small Cap Portfolios: Portfolios that invest in stocks of small companies involve additional risks. Smaller companies typically have a higher risk of failure, and are not as well established as larger blue-chip companies. Historically, smaller-company stocks have experienced a greater degree of market volatility than the overall market average.

Mid Cap Portfolios: Portfolios that invest in companies with market capitalizations below $10 billion involve additional risks. The securities of these companies may be more volatile and less liquid than the securities of larger companies.

Real Estate Portfolios: Portfolios that invest in real estate securities involve risks such as refinancing, economic impact on industry, changes in property values, dependency on management and risks similar to small company investing.

Money Market Portfolios: **An investment in the PL Money Market Fund is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Although the fund seeks to preserve the value of your investment at $1 per share, it is possible to lose money by investing in the fund.**

Floating Rate Loan Portfolios: Portfolios that invest in floating rate loans involve risk of default on interest and principal payments or price changes due to changes in credit quality of the issuer. The value can be more volatile due to

No bank guarantee	Not a deposit	May lose value	Not FDIC/NCUA insured	Not insured by federal government agency

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Disclosure

increased sensitivity to adverse issuer, political, regulatory, market, or economic developments.

No bank guarantee	Not a deposit	May lose value	Not FDIC/NCUA insured	Not insured by federal government agency

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