



NEWS RELEASE

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Canadian Automobile Association Announces Launch of New Pet Insurance Products

Ottawa ... September 15, 2003 ... The Canadian Automobile Association (CAA), today announced it has selected Pet Plan Insurance to launch a new CAA-branded pet health insurance program aimed at providing pet owners with easier access to insurance for their animals. The British Columbia Automobile Association (BCAA) will be the first CAA Club to pilot the product.

“Members trust CAA to source and offer them a variety of value-added insurance products such as automobile, homeowner, travel, life and health insurance,” said Suzanne Milino, BCAA’s manager of Insurance Product Development. “Pets have become a very important part of many families, and naturally they want their pets to live long and healthy lives. We believe that this customized product, developed exclusively for CAA by Pet Plan, will best meet our members’ needs and protect them against the high cost of providing emergency health care for their pets.”

BCAA will be the first Club to offer a CAA-branded pet health insurance program. The program will consist of three different insurance plans: Compact, an accident-only plan; Intermediate, an accident and illness plan that offers \$2,500 of coverage per year; and Luxury, a second accident and illness plan that offers \$4,500 of coverage per year. The initial program will be launched through select branches of BCAA in Victoria and Vancouver. It is anticipated that subsequent to a successful launch in BC, CAA Pet Health Insurance will be offered through other CAA clubs in 2004.

“As Canada’s oldest and largest providers of pet insurance, Pet Plan Insurance’s key objective is to help Canadian pets live longer and happier lives by providing their owners with necessary pet insurance,” said Randy Valpy, vice president and general manager of Pet Plan Insurance. “By working with a well-known partner such as CAA, we hope to reach a large market of clients that wish to insure and protect their pet’s health.”

One in three pets will experience a new illness or injury requiring veterinary care this year, with one in six pets sustaining two or more illnesses or injuries. Pet insurance enables pet owners to take advantage of the highest standards of veterinary medicine, yet today less than one-half to one percent of pet owners in Canada actually subscribe to pet insurance. In other countries with more developed pet health insurance industries, participation is much higher. By comparison, Sweden has the highest percentage of insured dogs and cats in the world with 42 percent penetration.

“Pet health insurance helps to promote the highest-quality care and reduces instances of economic euthanasia, which is a heartbreaking decision for any pet owner,” said Dr. Ian Sandler,

Rosedale Animal Hospital in Toronto, Ontario. “We have seen that for many pet owners, this type of insurance allows us to provide a higher level of care for their pets than they might have afforded on their own.”

About CAA British Columbia

BCAA is the province’s largest member services organization, working on behalf of its 725,000 members in B.C. and the Yukon to represent their interests and satisfy their needs for security and peace of mind in motoring, travel and at home. In addition to homeowners’ and renters’ insurance, BCAA Insurance Agency also offers insurance coverage in the areas of life, extended health, personal accident, out-of-province medical and auto.

About the Canadian Automobile Association (CAA)

CAA is a federation of 11 automobile clubs serving over four million members through 130 offices across Canada. CAA provides a wide range of member services and works to improve travelling and motoring conditions at home and around the world.

About Pet Plan Insurance

Pet Plan Insurance’s vision is to promote a better quality of life for Canadian pet owners and their cats and dogs, through a suite of insurance products that provide for optimal pet health care. Established in 1989, Pet Plan Insurance is Canada’s largest and oldest pet health insurance company. Headquartered in Winnipeg, Manitoba, the company has representation from coast to coast. Pet Plan Canada is a division of HED Insurance Brokerage Group, one of the largest Canadian-owned insurance brokers and is also affiliated with Pet Plan U.K. the largest pet insurance company in the world.

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