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News Release

For immediate release:

Petsecure Pet Insurance Awards Grand Prize Winner of Pet Health Insurance Month Contest With Over \$4,000 in Prizes

Winnipeg, Manitoba – November 4, 2010: Petsecure pet insurance has awarded Steve Rogers of Airdrie, Alberta and his Boston Terrier, Chase, with the grand prize valued at over \$4,000 from Petsecure's Pet Health Insurance Month contest. Rogers' name was randomly drawn from over 10,000 entries from across Canada in Petsecure's annual September contest promoting the importance of pet insurance.

"I still can't believe it. I'm just in shock." said Rogers after receiving the call that he was the grand prize winner. "After losing our puppy from an accident and not being able to pay his vet bill, we made sure that when we acquired our new pup Chase, that we would never be unprepared again. We did our research and found Petsecure to be the most recognized and the leader in pet health insurance. Petsecure has given us the peace of mind that all pet owners should have and the security that all pet owners deserve."

"As the leader in the Canadian pet insurance industry, our goal is to keep pet owners informed and to keep pets healthy." Says Randy Valpy, President & CEO of Petsecure pet insurance, "Teaming up with our partners in the pet industry to hold this nationwide contest every year allows us to spread the word about the importance of pet insurance and responsible pet ownership to thousands of pet owners."

As the grand prize winner, Rogers receives a 46" Sony LCD TV courtesy of Petsecure, one year of Secure 3 coverage with Petsecure, a one-year supply of pet food courtesy of Purina, an Apple iPod Nano courtesy of London Drugs, a one-year subscription to both Modern Dog and Dogs in Canada magazines, a dog sculpture courtesy of Ducks Unlimited, a \$300 gift certificate for veterinary services courtesy of PetLynx, a \$200 gift certificate to Fetch and Pounce and a plush Farley doll from the Farley Foundation.

Second and third place prizes of an Apple iPad and an Apple iPod Touch were awarded to Robert Zwicker of Halifax, Nova Scotia and Linda Cooney of Pembroke, Ontario.

About Petsecure pet health insurance:

Petsecure pet insurance, the core brand of Western Financial Insurance Company, is a wholly owned subsidiary of Western Financial Group (TSX: WES). Petsecure is Canada's oldest and largest pet insurance provider with over 20 years of offering innovative pet insurance to Canadian pet parents. Petsecure has 2 unique pet insurance options to choose from; *Petset* which offers basic, value-priced coverage or *Secure For Life™* which offers the most comprehensive coverage in Canada. Petsecure also offers dental coverage and special coverage including alternative treatments, behavioural therapy and medical devices. Petsecure is the only pet health insurance provider in Canada to offer their exclusive *Secure For Life™* guarantee.

For more information on Petsecure visit www.petsecure.com.

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