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## News Release

### **Petsecure Celebrates September as Pet Health Insurance Month**

(WINNIPEG, Manitoba, August 27, 2008) This September marks Canada's third annual National Pet Health Insurance Month. Petsecure pet health insurance has teamed up with others in the industry to sponsor a nationwide contest and educate pet owners about the benefits of pet health insurance.

Pet health insurance has been soaring in popularity in recent years. "The industry as a whole and our company is growing at approximately 25% a year," says Randy Valpy, President and Chief Operating Officer of Petsecure pet health insurance.

A study by the American Animal Hospital Association reported that 73% of pet owners would go into debt to provide for their pet's well being. "Because pet health insurance helps pay veterinary fees for unexpected accidents and illnesses, more people are able to make health care decisions based on best course or treatment rather than finances. More pets—especially as they age—are able to access necessary veterinary care." says Valpy.

To celebrate Pet Health Insurance Month, pet owners can enter a special contest at select veterinary practices and on [www.petsecure.com](http://www.petsecure.com). One lucky winner will take home the Grand Prize valued at over \$3,000 which includes a one year Petsecure Secure 3 policy, a 42" Sony Plasma television, a one year supply of pet food courtesy of Purina™, an 8GB Apple iPod Nano courtesy of London Drugs, a one year subscription to both *Dogs in Canada* and *Modern Dog* magazines, and a Labrador Retriever Message Centre courtesy of Ducks Unlimited.

#### **About Petsecure:**

Petsecure promotes responsible pet ownership to Canadian pet owners through a selection of insurance products that assist with the cost of medical care for [dogs](#) and [cats](#). In business since 1989, Petsecure is Canada's oldest and largest pet health insurance company and since inception has paid out over \$77 million in claims. Headquartered in Winnipeg, Manitoba, Petsecure offers its plans in all Canadian provinces and territories. Petsecure is underwritten by SecuriCan General Insurance Company.

#### **For more information, please contact:**

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