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News Release

Purina gives a boost to pet health insurance in Canada, announces launch of PurinaCare

Toronto, ON (July 17, 2007) – Nestlé Purina PetCare Canada and SecuriCan General Insurance Company (www.securican.ca) announced today the official launch of PurinaCare™ Pet Health Insurance (www.purinacare.ca). The announcement marks the introduction of Canada's first pet insurance endorsed by a leading pet food company, and importantly helps to raise awareness of pet health.

"At Purina, our focus throughout the past 85 years has been helping pets live long and healthy lives. PurinaCare so purely demonstrates a commitment to advancing the lives of pets, and bringing new innovation and convenience to our consumers," said Larry McDaniel of Nestlé Purina PetCare Company. "What appealed to us about SecuriCan's design of PurinaCare was the coverage of routine and preventative care for overall pet wellness, as well as diagnostic and emergency treatment. The PurinaCare pet insurance program in Canada helps to ensure that your pet gets the care and treatment needed to stay healthy."

Pet health insurance enables pet owners to take advantage of the highest standards of veterinary medicine. According to SecuriCan President and COO, Randy Valpy, "While one in three pets will experience a new illness or injury requiring veterinary care this year, and one in six pets will sustain two or more illnesses or injuries, pet insurance is still a relatively new concept in Canada."

PurinaCare™ covers veterinary fees associated with an accident or illness including hospitalization, surgery, diagnostics, and prescription maintenance, as well as coverage people may not expect from pet insurance, such as annual exams, microchipping, vaccinations, routine dentistry, and even flea and heartworm control. Hereditary conditions may also be covered if the diagnosis is made on an insured pet and is not a pre-existing condition.

In the development of the policy, insurance service provider SecuriCan worked with researchers and consulted pet owners and veterinary practices. As a result, PurinaCare™ is easy to use, comprehensive, simple to understand and affordable. There are a variety of deductible options to choose from, depending on each individual pet and owner. Informative displays and brochures will be available in veterinary practices across Canada. Consumers can also visit PurinaCare.ca for a on-line pet insurance quote and to purchase their policy.

SecuriCan's Randy Valpy is confident that Purina's endorsement will help raise awareness of pet insurance for Canadians. "As Canada's most experienced and largest underwriter of pet health insurance, we believe that PurinaCare will be a welcome alternative to pet parents across Canada," said Valpy. "Purina is perfectly positioned to help raise the awareness of pet health insurance and the benefits it offers to pet owners."

Although the Canadian pet insurance market has grown more than 37% year over year since 2005, less than one percent of the country's 11.4 million pets are presently insured. In contrast, Sweden has the highest percentage of insured dogs and cats in the world, with 43% market penetration. Nestlé Purina, one of Canada's most accepted and recognized brands, and SecuriCan are enthusiastic that with the launch of PurinaCare, more Canadian consumers will be able to take advantage of veterinary care for their four-legged friends.

About Nestlé Purina PetCare Canada

At Nestlé Purina PetCare Canada, commitment to pets and their owners is reflected in their corporate promise, "Your Pet, Our Passion." For over 80 years, Purina has dedicated itself to creating innovative, nutritious products including leading brands Dog Chow, Cat Chow, Pro Plan, Beneful, Friskies and Fancy Feast.

About SecuriCan General Insurance Company

As the first and only federally licensed insurance company in Canada to focus solely on pet health insurance, the company's mission is to help Canadian pets live longer and healthier lives by enabling their owners to provide the best in pet health care; to help pet owners and veterinarians truly fulfill the promise of care. Headquartered in Winnipeg, SecuriCan is a division of HED Insurance and Risk Services, one of the largest independently owned insurance brokers in Canada.