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## News Release

For immediate release:

### **Petsecure Pet Insurance Donates over \$62,000 in 2009**

**(Winnipeg, MB, March 22, 2010)** Petsecure pet insurance donated over \$62,000 to pet related charities through their In Memoriam donation program in 2009. Through this program, Petsecure donates \$50 to the Canadian animal community for each insured pet that passes away.

In 2009, Petsecure pet insurance provided funds to organizations across Canada including the Canadian Federation of Humane Societies, the Farley Foundation and the OVC Pet Trust Fund. The pet insurance company also provided donations to various shelters and SPCAs across the country including the Calgary Humane Society, Winnipeg Humane Society and the Nova Scotia SPCA.

“We try to allocate the funds to an organization in the pet’s home province in order to honour their memory,” says Randy Valpy, President and CEO of Petsecure pet health insurance. “We also ensure that our donations will have a great impact on the pet community across the country. Giving back to the pet community in Canada is important to us as an organization, and we are proud to contribute through this unique program.”

Petsecure is the only Canadian pet insurance provider who includes donations to the pet community as a member benefit in their policies and expects to donate nearly \$115,000 through this program in 2010. Petsecure pet insurance also provides donations to the shelter community across Canada through their Adoptsecure program which provides a 6 week trial of pet insurance to newly adopted pets. This program has generated over \$250,000 in donations since the program’s inception in 2004.

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#### **About Petsecure pet health insurance:**

Petsecure pet insurance, the core brand of SecuriCan General 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. With Petsecure, pet owners can truly customize a plan that fits their pet’s needs and their budget. 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](http://www.petsecure.com).

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