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News Release

For immediate release:

Petsecure Celebrates Pet Health Insurance Month

(Winnipeg, Manitoba, August 31, 2009) Petsecure pet health insurance is celebrating September as the fourth annual Pet Health Insurance Month. By teaming up with other organizations in the industry, Petsecure's main goal is to educate Canadian pet owners on the importance of pet health insurance as part of responsible pet parenting. Due to the positive response and past success of this event, NAPHIA (www.nahia.org) has created two additional contests to promote pet health insurance across the United States and Canada.

"Although just over 1% of Canadian pets are insured, we continue to see significant annual growth in our organization," states Randy Valpy, President and Chief Operating Officer of Petsecure pet health insurance. "It's our mission to promote, educate and share information about pet health to pet people across the country. Pet health insurance is a great way for pet owners to prepare and financially plan for the unexpected, especially in uncertain economic times."

Huge medical advances have been made in veterinary medicine in the last few decades. We are now able to care for our pets better than ever before. However, one in three pets still experience an illness or injury that will require veterinary treatment each year and caring for an ill pet can become costly, that's where pet health insurance can help. Over 67% of pet owners visit their veterinary practice more than their own doctor, so it's no surprise that pet health insurance continues to evolve and gain popularity year after year.

To celebrate Pet Health Insurance Month, pet owners are encouraged to enter Petsecure's contest at select veterinary practices across Canada and on their website at www.petsecure.com. This year, Petsecure's grand prize is valued at \$4,000, their largest prize package to date. One lucky winner will take home: a one year Petsecure Secure 3 policy, a 40" Sony LCD television courtesy of Petsecure, a one-year supply of pet food courtesy of Purina™, an Apple iPod courtesy of London Drugs, a one-year subscription to Modern Dog and Dogs in Canada magazines, a dog carrying case courtesy of Ducks Unlimited, \$300 gift certificate towards any veterinary service courtesy of PetLynx and a \$200 gift certificate to Fetch and Pounce.

"The grand prize was absolutely wonderful," states Terry Braglin, last year's grand prize winner of Pet Health Insurance Month. "When I won, it was a gift for the entire family. My dog got pet health insurance, my cats got Purina cat food, I got a brand new iPod and my husband claimed the remote for the wonderful TV! I have read my Modern Dog and Dogs in Canada magazines from cover to cover, they are fantastic. Thank you to Petsecure and all of their partners for providing such an amazing grand prize for such a wonderful contest."

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About Petsecure pet health insurance:

Petsecure pet health insurance, the core brand of SecuriCan General Insurance Company, is 100% Canadian owned and operated. Petsecure is Canada's oldest and largest pet insurance provider and is currently celebrating 20 years of offering pet insurance to Canadian pet parents. Petsecure provides comprehensive accident & illness coverage, routine care for pets, plus member benefits including dental, alternative care and more. Petsecure is also 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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