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News Release

For immediate release:

Celebrating Pet Health Insurance Month with Petsecure Pet Insurance

Winnipeg, Manitoba – September 1, 2010: September marks the fifth annual National Pet Health Insurance Month. Throughout the month, Petsecure, Canada's oldest and largest pet insurance company, will be sponsoring a nationwide contest and teaming up with major partners within the pet community to promote the importance of pet insurance.

"Over 50% of Canadian households have pets, though only 1% of those pets have pet insurance. Petsecure's mission is to educate, promote and share important pet insurance information with Canadian pet parents", says Randy Valpy, President and Chief Executive Officer of Petsecure pet health insurance. "With growth in our membership and our industry, we know that pet parents are becoming more aware of the importance of pet insurance and enjoying the peace of mind of knowing they are prepared to provide the best possible medical care for their pets, should they need it."

In celebration of Pet Health Insurance Month, Petsecure is offering a contest at participating veterinary clinics across Canada and online at www.petsecure.com. With sponsors including Purina, PetLynx, Ducks Unlimited Canada, Dogs in Canada magazine, Modern Dog magazine, Fetch & Pounce, the Farley Foundation, the Canadian Kennel Club and London Drugs, one lucky winner will win the grand prize valued at over \$4,000 with one year of coverage with Petsecure, a 40" Sony LCD TV, a one year supply of pet food, an iPod nano and much more. This year, Petsecure has added a second prize of an Apple iPad and a third prize of an Apple iPod Touch, along with 25 instant win prizes!

Petsecure pet insurance is also encouraging all participating veterinary clinics to help in spreading the important message of pet insurance by offering one prize to a veterinary clinic in each territory for the best pet health insurance display.

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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