



200-1200 Portage Avenue
Winnipeg, MB R3G 0T5

News Release

For immediate release:

Petsecure Raises Money and Awareness for Pet Cancer Awareness Month

(Winnipeg, Manitoba, November 2, 2009) Petsecure pet health insurance is happy to be recognizing November as Pet Cancer Awareness Month. The goal of this initiative is to raise funds for cancer in pets and was pioneered five years ago in the USA by Veterinary Pet Insurance.

"In 2009, we've paid out nearly \$1,300,000 towards claims for the cost of veterinary treatment and care due to pet cancer," says Randy Valpy, President & CEO of Petsecure pet health insurance. "Although cancer is the leading cause of death among older pets, 50% of pet cancer is curable. Our goal for this month is to raise money for researching cancer in dogs and cats across the country and to educate Canadian pet parents on how to prevent and treat a disease that affects 1 in 3 household pets."

Petsecure has helped almost 3,500 pet owners this year alone with cancer related treatment. Yvan Riel and his dog Cartouche were among this group.

"It was devastating when our English Springer developed cancer," states Yvan Riel, member of Petsecure pet health insurance. "Cancer attacked his kidney, and after a \$4,000 surgery to remove it, we continued to provide him oral chemotherapy. If it wasn't for the financial help of pet health insurance, providing Cartouche with the very best care may not have been an option. We wanted him to live a long and healthy life and by fighting the illness through our coverage with Petsecure, we were able to spend the entire last summer with him and we will forever be grateful for that."

By raising funds for cancer research, Petsecure hopes to decrease the sad pet stories they hear by helping to find a cure for this deadly disease. Petsecure is encouraging pet owners to help 'FURther the Fight' by becoming a fan of their Facebook page at www.facebook.com/petsecure. For every new fan they receive in November they will donate \$1.00 to the OVC Pet Trust Fund.

-30-

About Petsecure pet health insurance:

Petsecure pet health 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 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.

For more information, please contact:

Mika Sanson, Manager, Marketing & Communications
Petsecure pet health insurance
Phone: (204) 942-2999 ext. 7297
E-mail: msanson@petsecure.com