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## News Release

For immediate release:

### **Petsecure Launches Petset - An Introductory Pet Insurance Option**

**(Winnipeg, MB, April 8, 2010)** Petsecure pet insurance has recently launched their newest addition to the Petsecure brand family, Petset pet insurance. This value-priced coverage gives pet owners across Canada a budget-friendly option to ensure that their pets have basic coverage if the unexpected happens.

Petset offers pet owners the choice between Accident Only and Accident/Illness pet insurance protection. Pet owners are reimbursed up to 80% each time they need to make a claim, minus a deductible, and they can visit any licensed veterinarian in Canada.

"We believe it's very important that pet owners have coverage for accidents and illness, as 1 in 3 pets will require veterinary treatment each year," says Randy Valpy, President and CEO of Petsecure pet health insurance. "We created Petset as part of our pet insurance offerings because it's a great way for pet owners to get introduced to coverage through Petsecure and learn how valuable pet insurance truly is for their four-legged friends."

Petset pet insurance offers more basic coverage than Petsecure's Secure For Life™, which is the most comprehensive coverage in Canada. Secure For Life™ offers 1 core brand, with 4 accident and illness coverage levels and 3 annual deductible options to choose from. With Petsecure, pet owners can truly customize a plan that fits their pet's needs and their budget.

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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. 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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