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## News Release

For immediate release:

### **Petsecure Most Recommended Brand of Pet Insurance by Veterinarians**

**(Winnipeg, MB May 12, 2010)** According to a recent independent survey of veterinarians across Canada by GfK Kynetec, a leading market research company, Petsecure is the number one recommended brand of pet insurance with 8 out of 10 veterinarians recommending Petsecure pet insurance to their clients.

“It is rewarding to be recognized by the veterinary community as the number one recommended provider of pet insurance,” says Randy Valpy, President & CEO of Petsecure Pet Health Insurance. “We continue to invest our time and financial resources in the veterinary community and we are pleased to see that this investment is being recognized and that veterinarians trust and value our pet insurance product enough to not only recommend it to their clients, but to recommend us more than any other brand of pet insurance.”

Petsecure is a corporate partner with the Ontario Veterinary Medical Association. Petsecure also belongs to the Canadian Veterinary Medical Association Business Management Program and has the American Animal Hospital Association Seal of Acceptance. Along with their Chief Veterinary Officer, Petsecure has a team of Territory Managers who work with veterinary clinics across the country educating pet owners and practice staff on the importance of pet insurance.

Not only is Petsecure the number one recommended brand of pet insurance by veterinarians, it's also currently the top ranked brand by Canadian pet insurance policyholders according to customer ratings on [www.petinsurancereview.com](http://www.petinsurancereview.com). This independent third party website allows pet owners with insurance to rate their provider and offer advice to others looking to buy pet insurance. “Knowing that we have the support of both veterinarians and pet parents shows us that we are doing something right.” says Valpy.

As the oldest and largest pet insurance company in Canada, Petsecure will continue to work with the veterinary community to provide the best and most innovative pet insurance coverage in the country.

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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 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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