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News Release

For immediate release:

Petsecure Pet Insurance Helps One Toronto Pet Parent in Her Time of Need

(Winnipeg, Manitoba, February 16, 2010) Petsecure pet health insurance was happy to deliver some great news to Romelda Morson, an active volunteer in her Toronto community and pet parent of two dogs - Impulse and Fynnegan. Petsecure paid for Impulse's \$2,500.00 ligament surgery from a fund they have available to help worthy pet causes in the Canadian pet community after she was attacked by a stray dog and her former pet health insurance company denied the claim.

This was the second set back experienced by Romelda. Prior to the attack on her pet Impulse, she had a hydro explosion in her apartment and was forced to leave her home with nothing but the clothes on her back, cell phone and pets in hand.

"As pet parents ourselves, we are proud to give back by providing resources and support to the pet community across Canada," says Randy Valpy, President & CEO of Petsecure pet health insurance. "When we heard what Ms. Morson had been through, we wanted to help; our goal as a company is to ensure that pets across Canada enjoy longer, fuller and healthier lives, even if that means helping one pet parent at a time!"

"Things like this don't happen often in our society, let alone happen to me," Romelda stated after Petsecure told her the good news. "Petsecure has reinstated my faith in insurance companies and I'm truly grateful for their generosity and willingness to support Impulse. This has made a huge difference in our lives and has taken away a burden of not knowing how we would take care of this payment."

Petsecure wants all of their members to feel secure knowing that in their time of need, and when they really need that extra help, they can rest assured that they will be...*All taken care of.*

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About Petsecure pet health insurance:

Petsecure pet health insurance is a wholly owned subsidiary of Western Financial Group (TSX: WES). Petsecure is Canada's oldest and largest pet insurance provider and has been offering pet insurance to Canadian pet parents for over 20 years. 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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