



October 7, 2010

The Golf Channel Profiles TEIG & The Economical Insurance Group Seaforth Country Classic

Waterloo, ON – *Chasing the Dream*, a Golf Channel series profiling the players, host communities and sponsors of the Canadian Tour's 2010 tournaments, will feature The Economical Insurance Group Seaforth Country Classic this October.

"The Economical Insurance Group® (TEIG®) is thrilled that the Golf Channel has chosen to celebrate the Canadian Tour and the Seaforth Country Classic with this tremendous series," said Katherine Kipper, TEIG vice president for marketing and communications. "The tournament was a major success, and we're very pleased that the Classic will be profiled for golf fans around the world."

Regina native Kent Eger clinched the victor's cup on Sunday, August 22 with an impressive six-under final round. Eger has now triumphed in two of the Seaforth Golf Club's three Canadian Tour tournaments on record.

"It was a great week of golf," said Kipper, whose organization served as title sponsor for the first time in 2010. "The people of Seaforth couldn't have been more gracious as hosts, and we're delighted that the Gateway Rural Health Research Institute has received a generous donation as a result of the tournament's success."

The Economical Insurance Group Seaforth Country Classic will be profiled on *Chasing the Dream* on the Golf Channel at the following times.

October 18 at 2:00 a.m. and 5:30 p.m.

October 19 at 5:00 a.m.

October 20 at 8:30 a.m. and 3:00 p.m.

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For more information, contact:

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About The Economical Insurance Group

Founded in 1871, The Economical Insurance Group[®] (TEIG[®]) is one of Canada's leading property and casualty insurers, with \$4.6 billion in assets and a surplus exceeding \$1.1 billion. Canadian owned and operated, TEIG provides a wide range of insurance products throughout North America. TEIG Member Companies include Economical Mutual Insurance Company[®] (including Western General[®] Farm Division), Waterloo Insurance Company[®], Perth Insurance Company[®], The Missisquoi Insurance Company[®], Federation Insurance Company of Canada[™], Family Insurance Solutions and The Mattei Companies.