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Western General Revamps Products for Large Scale Farm Operations and Expands Distribution

*Premier Dairy and Poultry products now offer flexibility and customizable coverages
for national distribution*

WATERLOO, ON - Western General[®], a division of The Economical Insurance Group[®], one of Canada's largest property and casualty insurance companies, has announced the revamp of their Premier Poultry and Premier Dairy farm product for distribution coast-to-coast, effective July 1, 2011. Until now, the Premier brand has only been available in Ontario.

The ongoing advancement of technology and increased consumer demand continue to change the insurance needs of Canadian dairy and poultry operations. The Premier line of insurance products contain new market-leading coverage options that have been created for large scale farm producers who need the flexibility and customized coverage necessary to address the needs of their growing businesses.

"The products are being sold in an integrated manner, including risk management advice and infrared thermographic imaging services, access to agricultural claims specialists and a partnership with BIICO for electrical and mechanical breakdown coverages and inspection services," said Pamela Derksen, Western General's Division General Manager.

One of the more notable residential enhancements now gives the policyholder increased flexibility by offering a choice of specific packages. Some of the key agricultural enhancements include the Premier Agribusiness enhancement totaling over \$1.8 million in extensions for no additional charge, blanket limits for all agricultural property, five years replacement cost with loss of use coverage for farm machinery and employers liability.

Western General has distributed new marketing materials at several broker information sessions across Canada, encouraging brokers to begin to qualify clients and discuss how these new products can benefit them. The pricing of the new product will also consider nutrient management practices, water testing and organic farmer certification.

In addition to introducing these new products, Western General is encouraging brokers to reinforce the importance of being adequately insured to accurately reflect the true replacement costs on machinery, buildings and debris removal in the event of a loss.

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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 over \$4.6 billion in assets and a surplus of approximately \$1.3 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