



June 21, 2010

**Media warmly welcomed to The Economical Insurance Group Seaforth
Country Classic**

Waterloo, ON – On Monday, June 23, members of the media joined the sponsors, charitable partners and hosts of The Economical Insurance Group Seaforth Country Classic in Seaforth, Ontario for “media day” – an opportunity for print, radio and broadcast journalists to engage the exciting Canadian Tour event.

“It’s a real pleasure to welcome our friends in the media to such an exciting event,” said Katherine Kipper, vice president for marketing and communications at The Economical Insurance Group® (TEIG®). “Today we’re all coming together to celebrate the Canadian Tour, the town of Seaforth and a game we all love. TEIG is very proud to support the Canadian Professional Golf Tour and the exciting tournament scheduled for August 18th to 22nd.”

Established in 2008 and one of only three Ontario courses included in the Canadian Tour, the August tournament promises to be an exciting time for Canadian golf fans and for the this small-town Ontario gem of a golf course.

“Media support for the Classic is key to driving the tournament’s success, generating maximum benefit for the town of Seaforth and enhancing the profile and popularity of the Canadian Tour,” said Kipper. “The media are really our partners as we prepare to host this tournament, and they have the power to make the tournament a smashing success.”

All charitable proceeds generated by The Economical Insurance Group Seaforth Country Classic will go to the Gateway Rural Health Research Institute, a health research and advocacy organization mandated to help protect and improve the health of rural Ontarians.

For more information, please visit:

The Economical Insurance Group Seaforth Country Classic
www.seaforthcountryclassic.com

The Seaforth Golf and Country Club
www.seaforthgolf.com

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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.