



December 3, 2010

The Economical Insurance Group® and blueC 802 Inc.
announce partnership in offering TEIG Tele™

Waterloo, ON – The Economical Insurance Group (TEIG®) and blueC 802 Inc. are pleased to announce their partnership in offering TEIG Tele.

TEIG Tele is an award-winning broker management phone call-recording software offered to TEIG's broker community. TEIG Tele is focused on improving the essentials of broker business operations, especially in the areas of quality control, risk management and regulatory compliance. This product will be introduced to TEIG brokers over the next few months.

“At blueC we are dedicated to providing state-of-the-art phone call recording and call management solutions that are uniquely designed to meet the needs of insurance brokers”, said Bob Casselli president and ceo of *blueC 802 Inc.* “Partnering with TEIG was a natural choice for us, given their expertise and solid commitment to the broker community. We see an opportunity to make an exceptional contribution to the efficiency and competitiveness of brokers.”

Doug Heman, a TEIG broker from *Advocate Insurance Group* who uses the TEIG Tele system in his brokerage praises the system: “TEIG Tele gives us significant business advantages including the tools to improve producer performance through call review training, protection to deal with errors and omissions claims, and efficient resolution of ‘he said she said’ disputes.”

“One of our main priorities is to support the success of our broker partners,” said Jorge Arruda, senior vice president, operations. “This is another strategic partnership to contribute to our brokers’ success.”

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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.

About blueC 802 Inc.

Headquartered in Kitchener, Ontario, blueC 802 Inc. specializes in enterprise intelligent-based Digital, VoIP and Mobile Call Recording software and Mobile Workforce solutions. blueC’s award winning software, blueButler iDR, is particularly focused on innovative solutions for the insurance industry with blueC R&D driven by customer feedback and evolving market requirements. blueC 802 Inc. builds new capabilities into their underlying blueButler platform so that every blueButler customer can benefit from the enhancements.