

March 4, 2010

**The Economical Insurance Group® Named United Way
Community Spirit Award Recipient**

Waterloo, ON – The Economical Insurance Group (TEIG®) has a history of generously supporting the United Way and exceeding fundraising goals. Their 2009 campaign was no different; the United Way campaign results were a record high for TEIG with a total of \$283,346.18 in donations, 82% employee participation and 43 leader level donations.

During the October 2009 campaign, TEIG staff at the Waterloo and Kitchener offices participated in a weeklong travel themed campaign, encouraging them to help their community “Reach New Destinations”. Employees were treated to unique activities and events and were encouraged to donate to the United Way any way they could. TEIG’s generous company matching program allowed employees to maximize their contributions. There is an understanding at TEIG that the United Way strives to improve the lives of those living in our community, and as a company, TEIG strives to help them accomplish their mission.

At the February 25, 2010, *United Way Community Spirit Awards*, TEIG was recognized as an “organization that went above and beyond their traditional support during the campaign by running an exemplary campaign and demonstrating a strong commitment to United Way,” said Danielle Havelka, Campaign Director at the United Way. As a result, TEIG was awarded the *Campaign Chair Award*.

"Economical's Employee Campaign Chairs and entire committee were very creative, motivated and inspired to run another successful campaign. They organized a ‘Seeing is Believing tour’ and training for internal canvassers. They had a great turnout at their kick-offs accompanied by United Way and agency presentations. They also held a Leadership luncheon. Economical's tireless efforts led them to once again exceed the dollars raised and the previous year’s participation rate which they have done for the past 5 years,” said Havelka.

“This has been one of the most successful campaigns to date,” said Dean Bulloch, Vice President, Human Resources at TEIG. “The success of our United Way campaign illustrates the compassion and caring of our employees and we appreciate their generosity to our neighbours in need.”

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For more information, please contact:

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About The Economical Insurance Group

Founded in 1871, The Economical Insurance Group (TEIG) is one of Canada’s largest property and casualty insurers, with nearly \$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.