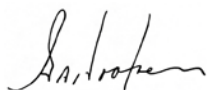


A Commitment to the Mutual Policyholders of Economical Mutual Insurance Company

The independent elected and Company-nominated members
of the Board of Directors offer this public commitment:

- We will complete the work that is already well underway to bring the demutualization of the Company to a vote by Members, subject to approval by regulators. We are convinced demutualization is in the best interests of Economical and you.
- We will expedite the demutualization consistent with our duty to Economical and our duty to deliver the greatest possible value to you as the Company's owners.
- We will present you with a detailed demutualization proposal for your approval as soon as possible after regulations are implemented by the Federal Department of Finance.
- We will continue to oversee the management of Economical during the demutualization process to ensure clients are served and the Company's value is maximized.
- We will ensure the Company continues to strengthen its relationships with our community, our employees, suppliers, brokers and clients.

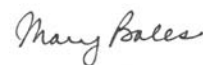
This Board will do everything that can be done. For Economical and you.



Gerry Hooper
Director
Chairman of the Board



Karen Gavan
Director
Chair of the Special Committee



Mary Bales
Director
Member of the Special Committee



John Bowey
Director nominee



Scott Carson
Director



David MacIntosh
Director
Member of the Special Committee



Charles Ormston
Director
Member of the Special Committee



Michael Stramaglia
Director