



March 24, 2011

Economical recognized for excellence in workplace learning

Named to 100-company listing of learning-focused organizations

Waterloo, ON – The Economical Insurance Group® was named a top 100 learning-focused company at *Elearning* Media Group's inaugural *Learning 100 Awards* conference in Washington, D.C., on March 22, 2011.

The North American awards program recognizes excellence in learning across enterprises that invest in truly immersive learning cultures. Up to 100 organizations from varying industries are acknowledged for their best-in-class learning and development programs.

The property and casualty insurer, headquartered in Waterloo, Ontario, was recognized especially for its innovative approach to integrating eLearning technologies into leadership and employee development curricula.

Dean Bulloch, senior vice president and chief human resources officer and Mary Beth Alexander, director, learning and organizational development, accepted the prestigious award on Economical's behalf at the conference.

"We are delighted to have received this award from *Elearning* Media Group," Bulloch said. "It is a true reflection of our commitment to the professional training and development of all our employees and is tremendous recognition for The Economical Insurance Group. This prestigious award also reflects the wealth of talent and huge commitment of our Learning and Organizational Development team, and I congratulate them for their contribution."

Alexander participated as a facilitator on a panel of chief learning officers sharing knowledge of best-in-class learning and development practices, learning cultures and innovations that drive outstanding performance. The panel included representatives from General Electric and Orbitz Worldwide.

In February 2011, The Economical Insurance Group was awarded the number two position on *Training Magazine's* Top 125 annual global listing of companies that excel in human capital development.

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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 \$1.2 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 Elearning Magazine

Elearning Magazine features actionable content including case studies, how-to articles, market trends and analyses to help executives build a roadmap to enterprise performance. The magazine is circulated to more than 150,000 executives across US corporations.