



## **Economical named a top 15 employer**

*Hailed for employee compensation and development, community involvement*

**Waterloo, ON, November 28, 2011** – The Economical Insurance Group® has been named a top 15 employer in Toronto-based publisher Mediacorp Canada Inc.'s fifth annual listing of leading employers in the Waterloo Region area, released Saturday, November 26.

Selected on eight criteria including work atmosphere, compensation, employee development opportunities and corporate community involvement, the *Waterloo Area's Top Employers* listing showcases the 140-year old insurer's ongoing commitment to providing exceptional support and training to staff members.

"We are immensely pleased with this recognition," said Dean Bulloch, Economical's chief human resources officer. "Providing employees with a first-class working environment is about living our values, and it's key to long-term success."

Earning a spot on the coveted listing of best regional employers comes at an impressive time for Economical, which continues to move forward with its demutualization plan. The federal Department of Finance is in the process of developing the regulatory framework for the change.

"That's what's so encouraging to us," said Bulloch. "Throughout the preparation process for demutualization, Economical continues to provide excellent service to consumers and brokers, and to genuinely support our staff members. Our focus on employee engagement, rewards and development is as sharp and steady as ever, and it's wonderful to see our performance in that area recognized."

So far in 2011, Economical has earned several other impressive awards, including the Insurance and Accounting Systems Association's *Technology Innovation Award*, eLearning Media Group's *Learning 100 Award*, and the Waterloo-based firm placed second in Training Magazine's *Training Top 125 Award* recognizing the top 125 global corporate leaders in employee education and training.

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**About The Economical Insurance Group**

*Founded in 1871, The Economical Insurance Group® is one of Canada's leading property and casualty insurers, with \$4.6 billion in assets and a surplus exceeding \$1.3 billion. Canadian owned and operated, Economical provides a wide range of insurance products throughout North America. 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.*