

FOR IMMEDIATE RELEASE

April 15, 2009

### **The Economical Insurance Group Remains Strong Despite Disappointing Year**

**Waterloo, Ontario** – With the unprecedented combination of weather-related claims and deteriorating underwriting results, plus the global economic downturn that devastated the equity markets, The Economical Insurance Group reported marginal growth in 2008, despite the disappointing year.

“Although 2008 has set us back, over the long term we have demonstrated our ability to navigate successfully through turbulent times,” said Noel Walpole, President and Chief Executive Officer of The Group.

Despite a challenging year, TEIG was able to support its stability by continuing to invest in technology that will secure a financially strong future. Innovations including broker integration technology as well as a personal policy administration system have all been going well.

Many corrective actions are also in place to mitigate the anticipated challenge of 2009. The Group will remain focused on strategic, disciplined underwriting, and strive to obtain adequate rates.

“Our long-term strategic objective is to continue to grow and remain as one of the top 10 insurers in the Canadian property and casualty marketplace,” said Walpole.

- 30 -

**Media Contact:**

Cinnamon Cantwell  
Manager, Marketing and Communications  
The Economical Insurance Group  
519-570-8627  
cinnamon.cantwell@teig.com

***About The Economical Insurance Group***

*The Economical Insurance Group, founded in Waterloo, Ontario in 1871, is one of the largest property and casualty insurers in Canada with \$1.9 billion in premium volume and \$4.4 billion in assets. Canadian owned and operated, The Group provides a wide range of insurance products throughout North America. Members of The Group are Economical Mutual Insurance Company (including the Western General Farm Division), Waterloo Insurance Company, Perth Insurance Company, The Missisquoi Insurance Company, Federation Insurance Company of Canada, Family Insurance Solutions, The Mattei Companies and TEIG Holding Company Inc.*