



For Immediate Release

May 4, 2009

The Economical Insurance Group[®] announces a new Ontario pricing model for EXPRESS[™].

Waterloo, Ontario—The Economical Insurance Group (TEIG[®]) announced today that it has made changes to the EXPRESS pricing strategy. The new pricing model provides preferred pricing for targeted risks and will ensure profitability within the low to medium hazard insurance category. The changes are effective immediately and are only affecting Ontario brokers.

“Since 2002, EXPRESS has established The Economical Insurance Group as the undisputed industry leader for relatively non-complex business by introducing superior coverage, a guaranteed quote and innovative technology,” said David Crozier, Vice President of Commercial Insurance at TEIG, “To keep our edge, we have to change the game, again.”

The new model features TEIG’s best price the first time ensuring that business is placed quickly and efficiently. In addition, TEIG has more competitive pricing in automotive, business and professional services, as well as contractors segments. The minimum premium for EXPRESS policies has been reduced to \$750.

“Ontario’s new EXPRESS pricing model embraces our original vision: the right coverage, for the right price, right away,” added Crozier. “It offers brokers the speed and ease of getting our best proposal right away, while realizing expense savings through reduced handling of policies.”

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For Further Information

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About The Economical Insurance Group

Founded in Waterloo, Ontario in 1871, The Economical Insurance Group (TEIG) is one of the largest property and casualty insurers in Canada with over \$1.9 billion in premium volume and \$4.3 billion in assets. This Canadian-owned company serves customers' needs through branches and service offices across the country. Members of TEIG include Economical Mutual Insurance Company[®] (including the Western General[®] Farm Division), Waterloo Insurance Company[™], Perth Insurance Company[™], The Missisquoi Insurance Company[®].