



NEWS RELEASE

For Immediate Release

Assuris web site simplifies consumer information about life insurance benefits protection

Toronto, Ontario – October 10, 2007 – Assuris today launched a revised version of its web site that provides consumers with easy-to-understand information on how Assuris protects Canadian life insurance policyholders against loss of benefits due to the financial failure of one of its member companies.

“We changed the web site as part of an ongoing effort to better meet the information needs of our audiences,” said Gordon Dunning, Assuris’ President & CEO. “Consumers and industry professionals are now able to browse the site more easily to find the information they require. In addition, terms used throughout the site are more consistent with those consumers would encounter when dealing with financial advisors and our member companies.”

The web site address is www.assuris.ca.

Assuris is a not for profit corporation funded by the life insurance industry. Founded in 1990, Assuris has earned a reputation for working to support policyholders and contain losses. Since its inception and through three insolvencies, Assuris has protected almost three million Canadians.

All life insurance companies authorized to sell in Canada are required, by the federal, provincial and territorial regulators, to become members of Assuris. A listing of Assuris member companies can be found at www.assuris.ca.

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