

PRESS RELEASE

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“Stories of Pat Lachance” Our Online Campaign Wins Two International Awards

Montreal, December 8, 2010 - The on-line advertising campaign of the “Stories of Pat Lachance”, produced jointly by the Insurance Bureau of Canada and Groupement des assureurs automobiles, has won two of the major honours awarded in the world of communications.

The campaign won a “Gold” in the Online Advertising and Marketing category at the international Davey Awards competition and a “Silver” at the W3 Awards in the Web Marketing – Insurance category. Both awards were presented at events organized by the International Academy of Visual Arts.

Created by Cossette Québec, the campaign introduces a character named Pat Lachance. In a carefree manner, Pat relates his misadventures against a backdrop of insurance situations. At the end of each video capsule,

Pat invites browsers to think about the choices they would make in similar situations. The multimedia campaign is supported by a microsite which showcases the video capsules as well as Pat Lachance’s pearls of wisdom!

To check out the microsite, go to: <http://pat.infoassurance.ca/en/>.

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