



GORE MUTUAL INSURANCE COMPANY

By Canadians For Canadians Since 1839

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FOR IMMEDIATE RELEASE

Gore Mutual Receives Award From IBC

Each year Insurance Bureau of Canada (IBC) acknowledges companies that demonstrate exceptional quality of data. This year, IBC presented the 2008 Outstanding Data Quality Award to Gore Mutual Insurance Company to recognize achievement in this area. This new award is given to the company that shows an increased level of excellence and maintains high quality reporting for at least 3 years. Gore Mutual Insurance Company is the only company in Canada to receive IBC's 2008 Outstanding Data Quality Award.

"We are proud to receive IBC's Outstanding Data Quality Award," said Gerald Daviau, Director Analysis & Pricing at Gore Mutual. "Our employees are passionate about their work and take pride in a job well done. Integrity of data is important to us and our team works hard to surpass industry standards. It is an honour to be recognized by IBC for our efforts."

"IBC cannot meet the needs of government regulators or its member companies without having a clear understanding of the issues that face the market, and for that, we require high-quality data," said Ron Noiles, Vice-President, Information Technology, Research & Analysis at IBC. "Gore Mutual's dedication to delivering accurate data makes IBC's job easier, and that benefits the entire industry. It is a tremendous achievement."

Data quality is one of the cornerstones of our industry. This award is a reflection of the great efforts Gore Mutual makes to ensure quality in everything they do.

Gore Mutual received IBC's Data Quality Award in 2005, 2006 and 2007.

For More Information:

About Gore Mutual:

Gore Mutual has proudly served Canadians since 1839. The company provides both personal and commercial insurance through their offices in Cambridge, Ontario and Vancouver, British Columbia.

For more information please visit www.goremutual.ca or contact:

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