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For Immediate Release

Gore Mutual Recognized as a Top Employer

Gore Mutual Insurance Company is pleased to announce they were selected as one of Waterloo Area's Top 15 Employers for 2010. This special designation honours employers in Waterloo region who offer exceptional places to work.

"We are gratified to have been selected for this award. I would like to thank our staff who we credit with creating our unique culture. We plan to continue to improve our work environment. To do this, we continually seek new ideas from our employees – it's important we listen and respond accordingly," commented Kevin McNeil, President and CEO, Gore Mutual.

Winners of the Waterloo Area's Top Employers competition, announced October 16th, were selected from applicants to the national Canada's Top 100 Employers project. Editors at Mediacorp Canada Inc. examined the recruitment histories of over 75,000 employers across Canada. From this initial group, Mediacorp editors invited 16,000 of the fastest-growing employers to apply, plus another 8,000 companies and organizations in industries that they wanted to examine more closely.

Employers completed an extensive application process that included a detailed review of their operations and HR practices. Over 2,600 employers started this year's application process nationally. The final applicant pool was up 3.7% over last year's total, which was also a record.

Employers are evaluated in eight areas: (1) physical workplace; (2) work atmosphere; (3) health, financial and family benefits; (4) vacation and time off; (5) employee communications; (6) performance management; (7) training and skills development; and (8) community involvement. Employers are evaluated against other local organizations to determine which offers the most progressive and forward-thinking programs.

In their 170 history, Gore Mutual has always strived to offer their employees a positive and comfortable work environment. "We work hard to provide a great workplace. It's nice to have someone from outside the organization recognize that we're on the right track," stated Ross MacMaster, Vice President, Human Resources for Gore Mutual.

About Gore Mutual

Established in 1839, Gore Mutual Insurance Company is one of Canada's oldest federally licensed property and casualty insurers. Gore Mutual strives for service excellence. They have been recognized for their efforts by being named the #1 insurance company in Ontario by the IBAO, an association of 10,000+ insurance brokers in Ontario.

Gore Mutual offers Canadians a stable, long-term solution for their personal and business insurance needs. They distribute their products exclusively through independent insurance brokers. For more information, visit: www.goremutual.ca.

For More Information:

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