



Intact Insurance and Speed Skating Canada announce partnership renewal

TORONTO and OTTAWA – March 15, 2012 – Intact Insurance and Speed Skating Canada today announced they will continue their longstanding relationship, which began in 2006, by extending their partnership through the 2013-2014 season. Under the agreement, Intact Insurance will continue to serve as a premier sponsor of Canada’s national speed skating teams and help local speed skating clubs develop the next generation of Olympians through grassroots initiatives.

“Our ongoing relationship with Speed Skating Canada confirms our long-term commitment to advancing the sport at both the national and community level,” said Monika Federau, Senior Vice President Marketing of Intact Insurance. “We look forward to supporting our national team athletes as they prepare to compete on the world stage in Sochi 2014 and continuing to encourage the focus, dedication and drive of our aspiring, young stars. We are delighted to work with athletes and an association that share our passion for excellence.”

As part of a dynamic and evolving partnership, Intact Insurance is helping to promote speed skating in Canada through these initiatives:

- Awarding over \$100,000 and arranging three Olympic-medallist speed skater visits to local speed skating clubs through their Podium Tracker program
- Building momentum and exposure for the sport with two Intact Insurance Day on Skates events
- Raising awareness through the CBC/SRC TV sponsorship to engage Canadians with the sport

“We’re pleased to confirm Intact Insurance as one of our official sponsors,” said John-Paul Cody-Cox, Chief Executive Officer of Speed Skating Canada. “It’s truly a reason to celebrate when you have the opportunity to work with a partner that has made a solid commitment to the sport and shares our vision for success.”

About Speed Skating Canada

Speed Skating Canada is the national governing body responsible for the advancement and growth of speed skating in Canada. Its core purpose is to support high performance excellence at the international level and provide leadership in developmental programs. With 140 skating clubs in 10 provinces and three territories, Speed Skating Canada is dedicated to providing skating programs for every skill level in Canada. Speed Skating Canada is a not for profit, charitable organization operating under a Policy Governance Model with an elected board of directors.

About Intact Insurance

Intact Insurance is Canada’s largest home, auto and business insurance company protecting more than four million customers. Intact’s coast-to-coast presence, along with its strong relationship with insurance brokers, means the company can provide the outstanding service, comfort and continuity customers deserve. Intact Insurance is a member company of Intact Financial Corporation (TSX: IFC). www.intactinsurance.com / www.intactfc.com

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