

ING Offers Coverage to Protect and Restore Your Good Name

ING Insurance announced today the launch of a new insurance product designed to provide consumers with financial and legal support against the ever increasing crime of identity theft. *my name*™ Identity Theft Assistance *Plus* from ING Insurance provides superior protection and support to victims of identity theft who have suffered losses due to the fraudulent obtainment and use of their credit card, social insurance number, driver's license or other personal information.

Unlike other products that only provide reimbursement of basic expenses related to identity fraud, the new ING Insurance coverage also provides access to a host of legal and other services to help customers repair the damage to their credit rating, deal with potential lawsuits, prevent harassment by creditors and restore their good name.

With *my name*™ Identity Theft Assistance *Plus*, ING Insurance customers are covered for various costs associated with repairing their financial history such as lost wages (up to a maximum of \$500 per day/\$5,000 per year), legal representation, loan re-application fees and notarizing documents up to \$25,000 per year with no deductible and no effect on their claims-free discount. The plan even covers such minor costs as couriers, postage and long-distance phone calls.

But what really differentiates the ING Insurance protection from others is that customers are provided with 24/7 access to lawyers specializing in fraud prevention who can guide them through the entire complex and frustrating process of dealing with banks, credit agencies and law enforcement organizations, offer extensive tips on how individuals can better protect themselves, and discuss and resolve identity theft issues.

"With more than 11,000 reported victims in Canada in 2005 and losses totalling millions of dollars each year, the need for this product has never been greater," said Alister Campbell, Senior Vice President, Marketing and Communications for ING Canada Inc. "The unique combination of insurance coverage, legal assistance and 24/7 support makes our identity theft coverage one of the most comprehensive available in the industry."

To add even greater value for ING Insurance customers, *my name*™ Identity Theft Assistance *Plus* also provides 24/7 access to legal information and assistance on a variety of non-identity theft related topics including family and criminal law, real estate, landlord/tenant issues, wills and estates, civil litigation and employment law. All this protection can now be included with any existing ING Insurance property or combined home and auto policy for as little as \$2.50 per month, and can be added to a customer's policy at any time by contacting their broker.

ING Insurance continues to lead the way in providing greater value to brokers and their customers with innovative new products, and the opportunity to earn Aeroplan miles on the purchase of certain insurance products. Under its Claims Service Guarantee, ING Insurance customers who face an emergency situation know they will be in contact with an insurance professional within 30 minutes of their call or ING Insurance will write them a cheque in the amount of their annual premium up to \$1,000. Customers will also benefit from its Responsible Driver Guarantee™ knowing that their premium and driving record will not change as a direct result of their first at-fault accident.

About ING Insurance and ING Canada

ING Insurance is the largest auto, property and liability insurer in Canada with a network of more than 2,800 independent insurance brokerages. It is part of ING Canada (TSX: IIC), which provides insurance products to individuals and businesses through ING Insurance and other subsidiaries.

Media Inquiries:

Bryan Seaton - Manager, External Communications

ING Canada Inc.

416 341-1464 ext. 43142

bryan.seaton@ingcanada.com

<https://newsroom.intactfc.com/2006-10-02-ING-Offers-Coverage-to-Protect-and-Restore-Your-Good-Name>