

ING Insurance launches improved ID Theft product and consumer education campaign in Ontario

ING Insurance announced today that it is launching a new and improved my name™ Identity Theft Assistance Plus product in Ontario, making it one of the most comprehensive in the marketplace. In addition to providing reimbursement of basic expenses related to identity fraud, ING Insurance coverage goes even further and covers the cost of replacing any stolen Government issued identification, legal fees incurred to recover any assets that were fraudulently acquired by someone else, and up to four credit reports and 12 months of credit monitoring.

Along with the enhanced coverage, ING Insurance is also collaborating with Fellowes, a global manufacturer of business machines, and TransUnion, a leader in credit and information management, to educate consumers and encourage them to take a more proactive role in protecting themselves from identity theft.

“Surveys have shown that while most people have heard of identity theft, they are not well informed as to exactly what it is and how it happens,” said Chris Ross, Product Development Manager for ING Insurance. “The education campaign that we have launched in Ontario is critical to ensure our customers understand the scope of the problem and more importantly how to protect themselves from becoming victims.”

One of the simplest and most effective ways consumers can safeguard their identity is to securely dispose of personal documents they no longer require. This is why ING Insurance is working with Fellowes to provide all ING customers who currently have ING identity theft coverage with an Identity Theft Kit as part of the renewal process over the next twelve months. The kit includes a copy of the Preventing Identity Theft for Dummies booklet and a \$10.00 mail-in rebate towards a Fellowes shredder.

Canadian consumers can also proactively detect signs of fraud and identity theft with a credit monitoring service that keeps them updated on any critical changes to their credit profile. TransUnion is offering a 10% discount off its credit monitoring services for anyone who signs up through the ING Insurance website www.inginsurance.ca/identitytheft.

“We hope that our customers never become victims of identity theft, but if they do, we’re here to help them get back on their feet as quickly as possible by offering industry leading products,” said Debbie Coull-Cicchini, Senior Vice President, ING Insurance, Ontario. “Educating our customers on how to protect themselves from identity fraud is just another way we help provide them with peace of mind.”

About ING Insurance

ING Insurance is the largest property and casualty insurance company in Canada, distributing its products to consumers and businesses through a network of more than 1800 independent insurance brokerages. It is a part of ING Canada (TSX:IIC), which provides insurance products to over 4 million Canadians across the country through ING Insurance and other subsidiaries.

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