

Intact Insurance Launches its First National Television Campaign: Getting Customers Back on Track

Intact Insurance, Canada's largest provider of home, auto and business insurance has launched its first national television outreach to current and future customers, promoting its promise to quickly get people back to normal when the unexpected occurs. The TV spots will be accompanied by a banner campaign using popular news, business and consumer websites, in addition to billboards in major cities and a targeted print ad campaign.

"At Intact Insurance we are here to insure and protect the things customers care about; their home, their car, their business. We put ourselves in the customer's place and our promise is to get them back on track again when an accident or unforeseen event occurs," said Louis Gagnon, President, Intact Insurance.

The two, 30 second TV spots will be broadcast in English and French on major networks. The ads invite customers to speak to their insurance brokers about the Intact promise. The commercials can be seen by linking to <http://media.intactinsurance.com>.

In the commercials, actors perform a carefully choreographed pantomime shot from a bird's eye view, where they gradually take the shape of a home in the first spot, and a car in the second. At first, both the home and the car are sound but are then unexpectedly damaged. The actors then skilfully and rapidly flow the images back into shape, using only their body positions and gestures, reflecting the speed and affirmation of the Intact customer experience.

"Our message to customers is that Intact Insurance is here to quickly get you back to normal and we have the national network in place to live up to that promise," said Mr. Gagnon. "We have 24/7 call centres and our promise is that within 30 minutes of receiving your call, we'll start the process of making sure you are soon good to go. Everything we do is focused on getting the customer experience right."

Creative for the TV, web and print advertising was produced by GWP Brand Engineering and the media buy was done by MPG Canada.

About Intact Insurance

Intact Insurance is Canada's largest home, auto and business insurance company, protecting over three 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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