

Wednesday, January 17, 2008

For Immediate Release

Announcement - Vice President, Insurance Operations

The Sovereign General Insurance Company is pleased to announce the appointment of Murray Goertzen as Vice President, Insurance Operations effective January 15, 2008. He replaces Brian Speirs, who recently retired after serving nine years with the Sovereign.

Murray began his career in the insurance industry in 1985 and has been with The Sovereign since 1996. His career to date has included positions within Claims, Underwriting, Broker Relations and Marketing disciplines. Most recently Murray has led our Prairie Region in his role as Regional Manager.

“Murray's extensive insurance knowledge, solid broker relationships, demonstrated leadership ability and team building skills will serve him well in his new role.” said Rob Wesseling, COO of The Sovereign.

While Murray will maintain his current responsibilities as Regional Manager until a search for his replacement is completed he will begin to transition into his new role immediately.

The Sovereign General Insurance Company is headquartered in Calgary, Alberta and has been protecting Canadians for over 50 years. Sovereign specializes in insurance for commercial enterprises and has annual gross premiums approaching \$300 million. The Sovereign is a proud member of The Co-operators group of companies.

For further information, contact:

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