



Media Release

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Canadian Direct Insurance renews title sponsorship of BC Men's Curling Championship

Richmond, BC (April 26, 2010) – Curl BC is pleased to announce that Canadian Direct Insurance has renewed its title sponsorship of the BC Men's Curling Championship for another 3 years.

"We're very glad to have Canadian Direct Insurance back on board with us for another three years. They have been a wonderful sponsor and a key to the success of our BC Men's Championship. The savings they have provided to Curl BC members on home and auto insurance have added a great value to our membership," said Scott Braley, Curl BC's CEO.

The Canadian Direct Insurance BC Men's Curling Championship was held in Penticton in 2008 with Kelowna's Bob Ursel rink taking the crown, in Maple Ridge in 2009 with Royal City's Sean Geall team winning gold, and this past February in Vernon where Kelowna's Jeff Richard won his first BC Men's title.

"Canadian Direct Insurance has been a long time supporter of Curl BC and we are thrilled to be the title sponsor of the BC Men's Curling Championship for the next three years. Curling is one of Canada's most traditional sports and to be involved at a grass roots level is something we are really proud of." Said Trisha Tyrrell, Senior Manager Business Development Canadian Direct Insurance

In addition to their support of men's curling, Canadian Direct Insurance has provided generous discounts on home insurance to members of Curl BC affiliated clubs, provided member contest prizes and donated a percentage of all BC curlers' insurance policies to the Sandra Schmirler Foundation. Proceeds from the Sandra Schmirler foundation go towards special care for premature babies.

About Canadian Direct Insurance

Canadian Direct Insurance Incorporated is a Canadian federally chartered property and casualty insurance company currently doing business in British Columbia and Alberta, Canada.

Canadian Direct Insurance began operations on May 15, 1996 selling optional auto insurance primarily in competition with the Insurance Corporation of British Columbia. It was the first British Columbia based insurance company to sell direct to consumers by telephone.

Canadian Direct Insurance currently sells auto and home insurance direct to consumers by telephone. Because of the company's advanced quoting system, Canadian Direct Insurance is able to offer a multitude of discounts and coverages on their auto and home insurance policies. In addition, Canadian Direct Insurance now offers a variety of travel insurance products to suit your needs.

About Curl BC

Curl BC is the provincial sport governing body responsible for the development, promotion and organization of curling in British Columbia. Curl BC is also responsible for the championship system that declares provincial representation at National events. In cooperation with its Members, Curl BC provides service to both competitive and recreational curlers, including a variety of adaptive groups.