



## **A.M. Best affirms Canassurance Blue Cross Group's A- (excellent) rating**

**Canassurance Blue Cross Group is proud to announce that A.M. Best has maintained the company's A- (excellent) rating and positive outlook.**

In its rating report, the A.M. Best credit rating agency noted the Group's strong capitalization and financial stability and praised the strength of the Blue Cross<sup>®</sup> brand.

Canassurance Blue Cross is setting itself apart from the industry in a challenging economic environment, with A.M. Best announcing a downward revision in outlook for the Canadian life insurance market and the ratings of several insurance companies.

"The A- rating and positive outlook reflect Canassurance Blue Cross' financial strength," said Louis Gosselin, Senior Vice-President. "The quality of our member services is central to our actions, and we have undertaken a vast upgrade of our information systems. This undertaking represents a major investment and will be completed in 2010."

In coming years, Canassurance Blue Cross aims to increase its share of the health and travel insurance markets and to expand its life and disability insurance offering in Québec and Ontario.

Wholly Canadian-owned Canassurance Blue Cross Group was established in 1959. Founded in 1899, A.M. Best is a full-service credit rating organization dedicated to serving the financial services industries, including the banking and insurance sectors.