

## **Echelon Insurance Appoints Ron Pavelack as Vice President, Quebec**

**MONTREAL, October 20, 2014** – Echelon Insurance is pleased to announce that Ron Pavelack has joined the company as Vice President, Quebec. He will be responsible for all aspects of Echelon’s Quebec operations including marketing, underwriting, claims and administration. Mr. Pavelack’s primary focus will be to generate profitable growth in the region through strong partnerships with brokers.

Mr. Pavelack has over 37 years of experience in the Property & Casualty insurance industry and has a deep understanding and appreciation of both Personal and Commercial business lines in Quebec as well as nationally.

"We're very excited to welcome Ron to our company and our executive management team", said Steve Dobronyi, Echelon's Chief Executive Officer. "The culture of our organization is a perfect fit for his experience and expertise. Ron is very well known and respected by the Quebec broker community and the insurance industry, which we expect will allow us to increase our presence in the region."

### About Echelon Insurance

The Echelon General Insurance Company ("Echelon Insurance") operates in the property and casualty insurance industry in Canada, primarily focusing on automobile insurance and other specialty insurance lines. Echelon Insurance is a wholly owned subsidiary of EGI Financial Holdings Inc., which trades on the Toronto Stock Exchange under the symbol EFH.

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