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SELECTPATH CONTINUES TO RISE. RANKED 50TH IN 2003 PROFIT 100

LONDON, ON. For the second time in as many years, **Selectpath Benefits and Financial Inc.** continues to climb the finalist list to a loftier ranking of Canada's Fastest Growing Companies. Ranked 50th in the 2003 PROFIT 100, Selectpath jumped 14 positions to seal the mid-point of the 2003 PROFIT 100 finalist's list.

Dealing with disability and death claims is depressing work, but Selectpath makes the industry exemplary. "It all starts with the right people. We have been able to attract and retain some of the very best specialists in the industry – people who know niche market sectors and are absolutely dedicated to our clients first and foremost," says Gord Hart, President.

The Selectpath plan is four fold; invest in scaleable technology; develop a recognizable brand, become a significant supporter of our community and the partner of choice for independent producers within the industry. Building on this foundation, the principals of Selectpath bring youth and entrepreneurial enthusiasm to an otherwise dull industry. "Our average age is 37. The industry average is early 50s. This fact alone allows Hart and partners Wayne Koch, John Sabourin and Kevin Routley to bring fresh ideas and innovation to our clients. We plan to grow with our customers a couple of decades longer than our competitors" exclaims Hart.

But it's not all about hiring youthful gun fighters to sell services. That's just part of the equation. You need dedicated, highly-trained inside people to deal with the day-to-day claims and business side of the agency. "Our back office is just as passionate about our mission," claims Hart.

In an industry that is anything but exciting, how then does an agency become outstanding in their marketplace? "Sounds corny, but, putting the customer ahead of anything else is the solution that has propelled Selectpath to achieve industry-shattering growth during a less than pristine business climate. The proof is in the numbers. Industry retention rates on a national basis run at 85%. Selectpath retention rates are 98%," states Hart.

Obviously, Selectpath is doing something different. They call it the Holistic Approach. Service every aspect of risk for a client. This strategy covers the gamut from employee benefits, insurance, pension plans and private investment services. We have all the bases covered to grow with an enterprise from early days to succession planning.

Selectpath not only achieved the middle ranking in this year's Profit 100, they also strategically choose to occupy the middle ground in the benefits and financial planning marketplace in Ontario. By claiming the middle ground, Selectpath can compete with the large consulting firms because of our speed and dynamic, client-centered solutions. At the same time, we can defend our flank against one-off brokers by leveraging our significant buying power with our markets. Selectpath manages \$60 million in premiums for their clients.

By challenging the traditional insurance agency structure, Selectpath is truly on the right path. The top 100 ranking only saw one other financial organization this year, a testament to the solid growth Selectpath has achieved to occupy the 50th ranking position. Selectpath is equally proud to be the only London firm to make the PROFIT 100 2003 list.

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