



## **EGI Financial Announces Plans to Rebrand as Echelon Insurance**

TORONTO, April 20, 2015 – EGI Financial Holdings Inc. (TSX:EFH) today announced plans to rebrand the company. It will now operate under the trade name Echelon Insurance, aligning its corporate and retail operations under one brand.

EGI Financial Holdings Inc., the publicly traded holding company, will change its name to Echelon Financial Holdings Inc., subject to shareholder approval at the Annual General Meeting of the Company on May 7, 2015. It will continue to trade on the Toronto Stock Exchange under the symbol EFH.

In addition, Echelon General Insurance Company, an OSFI regulated insurance company, has received regulatory approval to change its name to Echelon Insurance.

“In today’s market it is essential to stay relevant and maintain a spirit of innovation. Our new brand is a reflection of our company’s renewed commitment to being a strategic partner to our brokers and offer an excellent customer experience”, said Steve Dobronyi, Chief Executive Officer. “The new brand reflects the growth and maturity of our business as we’ve transitioned from a small privately held company to a medium-sized publicly traded insurer with a meaningful national presence.”

### **About Echelon Insurance**

Founded in 1997, Echelon Insurance operates in the property and casualty insurance industry in Canada and Europe, primarily focusing on non-standard automobile insurance and other specialty P&C insurance products. It trades on the Toronto Stock Exchange under the symbol EFH.

Further details at

[www.echeloninsurance.ca](http://www.echeloninsurance.ca)

### **Contact information**

Kathy Shulman

Investor Relations Manager

905-214-7880

<mailto:ir@echeloninsurance.ca>