

EA Canada offers Home Repairs Protection Program

Toronto, ON - Europ Assistance Canada (EA) has rolled out a unique home protection plan which will be available across Canada in 2011 to benefit all homeowners. EA, the leading provider and global pioneer of the assistance industry, and part of the global Generali Group, believes this program will bring peace of mind to homeowners.

Finally, a customized plan approach so homeowners can rest easy knowing they are fully protected when faced with in-home emergencies.

“This plan allows providers to create flexible benefit plans for their members. Most existing conventional plans in the marketplace today do not provide custom plan options like our program, and we feel this can be just as useful as health benefits and can be packaged together,” said Brad Loder, Director of Marketing, EA Canada. “EA understands the importance of providing a comprehensive and reputable network of service providers that clients can rely on when they need assistance. We are excited about bringing over 40 years experience and disciplined approach to network development and applying it to Canadian home protection plan marketplace.”

EA realized that even the top benefit plans do not cover home repair, which is required just as often if not more than many healthcare options on benefit plans. EA believes home and health should go hand in hand in a flexible benefits plan.

EA Canada’s Home Assurance Program is one of the most comprehensive and flexible home protection programs available in Canada. A few of the many features of the program include:

- 100% coverage for all parts and labour repair costs*
- 24/7, 365-days-a-year emergency assistance and unlimited calling
- No service fees
- No service call quantity limitations
- Reputable and guaranteed service quality from EA Canada’s credentialed contractor network
- Single and bundled plan options available
- Ability to upgrade a plan at any time
- Plan portability or transferability options
- No annual contract or unexpected hidden fees

*Certain terms and limitations/restrictions apply.

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“This is about providing peace of mind to homeowners on the appliance and systems that need it most. They know that when they have an EA home assurance protection plan it is essentially the same thing as having a reputable and multi-trade professional repair team across the street. Peace of mind comes from paying attention to the fine details and we pride ourselves on attention to details.”

In Canada, the average single repair cost for homeowners is estimated at \$600 per episode. EA offers single plans for less than \$10 per month, and bundled packages starting at \$19.99 per month. EA’s network of chosen trade partners are readily available to all customers should problems arise. Quality service is always provided quickly and hassle-free.

“We do the due diligence for the customers and they should feel comfortable accessing our network even for non-essential home repairs.”

About Europ Assistance Canada

EA Canada is dedicated to making Canadians' lives easier through our comprehensive Health, Home & Family and Travel Assistance Solutions, 24/7, 365-days-a-year. Our world-class network helps Canadians and Canadian businesses get the assistance they need when they need it. EA Canada employs over 200 people and its headquarters are located in Thornhill, ON.

EA Canada is a division of Europ Assistance, the leading provider and global pioneer of the assistance industry. Founded in 1963, as the inventor of the assistance concept, the Europ Assistance Group operates on a global basis in order to bring its 300 million worldwide private and corporate clients appropriate solutions to deal with day-to-day or emergency situations. Owned by the GENERALI group, the Europ Assistance group is made up of 80 consolidated companies in 35 countries, employs over 6,800 people worldwide, has ground agents located in 208 countries, works with 410,000 approved partners available at all times and supported by 38 call centres.

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