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NEWS RELEASE – November 23, 2009

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LGM's Extended Warranty Contracts are in compliance with Ontario's new MVDA regulations

Oakville, Ontario, Canada, November 23, 2009 – Lions Gate Marketing Company Ltd. (LGM), a leading supplier of extended warranty, group credit insurance and automotive theft deterrent products is proud to announce that all of its Extended Warranty Contracts are in compliance with the new Motor Vehicle Dealers Act, 2002 (MVDA).

LGM has worked with the Ontario Motor Vehicle Industry Council (OMVIC) to ensure all contracts for LGM's Secure© suite of products follows the requirements of the MVDA act. All OEM private labeled products, including Volkswagen Protection Plus© and Kia Extended Protection Plan©, are exempt from the act.

"All dealers and business office managers can trust that by selling our products and following the new MVDA regulations, their Extended Warranty paperwork will be compliant," said Randy Price, President of LGM. "This compliance is made even easier by using LGM's Dealer Resource Centre, allowing business managers to electronically populate contracts and digitally calculate monthly remittances including additional requirements included in the MVDA act."

MVDA, 2002 comes into effect January 1st, 2010 and one of the basic requirements is that dealerships and salespersons conduct business in accordance with the new act. This applies to business office products sold in new, used car and RV dealerships, and is in line with LGM's Core Values.

About LGM

Founded in 1998, LGM is one of Canada's leading, tier one suppliers of extended warranty, credit insurance and theft deterrent products for the automotive and recreational vehicle industries. As a dealer development company, LGM improves the profitability of business offices by providing innovative products that offer real-world value to their customers. With over 900 active dealers, business relationships with original equipment manufacturers such as Volkswagen Canada and Kia Canada, and a national team of Dealer Development Managers offering local sales training and support, LGM has a reputation second to none in the Canadian automotive marketplace. To learn more about LGM, visit www.lgm.ca.

