Genworth Financial Canada

FIRST-TIME HOMEBUYER'S MONITOR

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GENWORTH STUDY REVEALS THERE'S NO PLACE LIKE HOME

TORONTO, ON, (June 23, 2009) – The housing market may have experienced some ups and downs this year, but the spirits of potential first-time homebuyers across Canada remain strong. According to Genworth Financial Canada's *First-Time Homebuyer's Monitor* released today, 84 per cent of those surveyed said that owning a home goes beyond its financial value and feel that homeownership pays off in more ways than one.

"The survey results show Canadians have a deep emotional attachment to homeownership," said Peter Vukanovich, President of Genworth Financial Canada. "Most people closely associate financial security and emotional well being with homeownership. That's particularly true among first-time homebuyers."

The study measured both the financial and psychological factors of homeownership – providing the following insights into the link between homeownership and personal fulfillment:

- 84 per cent agree with the statement, 'Owning a home provides a greater sense of emotional well-being and security'.
- 85 per cent believe that even though homeownership may mean more work and effort, they'd rather own than rent.
- 88 per cent say they would feel more financially secure owning their own home.

The national survey of 2,521 Canadians was conducted between April 24 and May 4. The complete Genworth Financial Canada *First-Time Homebuyer's Monitor* with a regional breakdown is available at www.genworth.ca.

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About Genworth Financial Canada

Genworth Financial Canada, The Homeownership Company, works with lenders, mortgage brokers, real estate agents and builders to make homeownership more affordable and accessible throughout Canada. The company combines global experience in mortgage insurance with technological and service leadership to deliver innovation to the mortgage marketplace.

In addition to releasing two First-Time Homebuyer's Monitor reports annually, Genworth Financial Canada also issues reports on Canada's housing market and on Canada's condo market. Our intention is to educate and provide useful information to consumers, homeowners, future first-time homebuyers and governments. We believe homeowners and homebuyers require up-to-date information about Canada's housing market to make informed decisions about homeownership, for many the most important investment of their lifetime. Genworth Financial Canada also listens to homebuyers about their challenges and concerns, to make us better informed about how we can offer products that help Canadians realize the dream of homeownership.

Additional information about Genworth Financial Canada is available at www.genworth.ca, through www.homeownership.ca or through mortgage lenders.

About Genworth Financial

Genworth Financial, Inc. (NYSE:GNW) is a leading public Fortune 500 global financial security company. Genworth has more than $100 billion in assets and employs approximately 6,000 people in 25 countries. Its products and services help meet the investment, protection, retirement and lifestyle needs of over 15 million customers. Genworth operates through three segments: Retirement and Protection, International and U.S. Mortgage Insurance. Its products and services are offered through financial intermediaries, advisors, independent distributors and sales specialists. Genworth Financial, which traces its roots back to 1871, became a public company in 2004 and is headquartered in Richmond, Virginia. For more information, visit genworth.com.

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