Genworth Financial Canada

NEWS RELEASE

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FOR IMMEDIATE RELEASE

GENWORTH HOMEOWNERSHIP WEBSITE TO HELP EDUCATE HOMEBUYERS

Site Makes First-Time Homebuyer Knowledge A Priority

Toronto, ON (September 24, 2008) – In light of new government mortgage rules that take effect October 15, 2008, Genworth Financial Canada is offering new information on its www.homeownership.ca website to help potential homebuyers better understand how the changes may affect them.

The Genworth Homeownership website now includes comprehensive information on the new mortgage rules introduced by the federal government. Genworth developed the site to help the hundreds of thousands of first-time buyers who will purchase a home in 2008 prepare to become homeowners. Homeownership.ca helps demystify the homebuying process in basic, easy to understand terms.

“There is no ‘one size fits all’ approach to homeownership. Becoming a homeowner can be an exciting time, but it can also appear to be a daunting proposition. It doesn’t have to be,” said Peter Vukanovich, president of Genworth Financial Canada.

“Our priority is to provide first-time homebuyers with the information they need to make good decisions and achieve their homeownership goals.”

The Homeownership website also offers tips and tools, such as a ”rent vs. buy calculator,” advice from third-party industry experts and information on mortgage options for prospective homebuyers. For new immigrants to Canada, the site includes a specifically designed section that explains the homebuying process in seven different languages.

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 default 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 condo market in winter and summer; all in conjunction with the Conference Board of Canada. Genworth's online resource, www.homeownership.ca, helps Canadians build their knowledge of the homebuying process and make their homeownership experience an informed and responsible one. Our intention is to educate and provide useful information to consumers, homeowners, future first-time homebuyers and governments. We believe it's essential that Canadians have all the information they need 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 continue to offer innovative products that help more Canadians realize the dream of homeownership.

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

About Genworth Financial

Genworth Financial, Inc. (NYSE:GNW) is a leading public Fortune 500 global financial security company. Genworth has more than $114 billion in assets and employs approximately 7,000 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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