

GENWORTH LAUNCHES MEANING OF HOME CONTEST WITH HABITAT FOR HUMANITY

Students put pen to paper to make a difference in their community

Toronto (October 6, 2008) – “What does home mean to you?” From October 6 to November 14, Genworth Financial Canada, a subsidiary of Genworth Financial Inc. (NYSE: GNW) is asking grades 4, 5 and 6 students across Canada to answer this question and write about what home means to them in the second annual Meaning of Home Contest.

The Meaning of Home contest is in support of Habitat for Humanity Canada and is designed to raise awareness among students on the importance of having a home. According to Habitat for Humanity statistics, 1.5 million Canadians are without affordable housing.

“A home is not something to take for granted,” said Peter Vukanovich, president of Genworth Financial Canada. “The Meaning of Home contest is about raising awareness about the importance of affordable housing and helping young people appreciate the true value of ‘home’.”

“Thanks to last year’s Meaning of Home contest, thousands of kids discovered that they had the power to effect change. This year’s contest will help create a future generation of engaged, compassionate citizens. More families across Canada will benefit from the actions of the students who get involved.”

By putting pen to paper, students have the opportunity to express their feelings and make a difference in their community.

“In Canada, the need for affordable housing has never been greater, and the work of Habitat for Humanity could not be more relevant as we help people discover that having a home can mean better health, better education, better career prospects, and a better life” said David Hughes, president & CEO of Habitat for Humanity Canada. “I can’t think of a more positive and constructive way to engage children in this issue than the Meaning of Home contest.”

The grand prize winner will take part in the ultimate gift - a new Habitat home for a deserving family. Genworth will donate the funds to build a new Habitat home in a region chosen by the grand prize winner. The winner will also will receive a home computer system. In addition, Genworth will donate grants to a Habitat affiliate chosen by each of five runners-up, each of whom will receive a gift certificate to Chapters Indigo.

“Through the contest, Sarah learned that positive actions lead to positive results no matter how small they may seem,” said Pamela Hackett, mother of Sarah Murray, last year’s winner.

“She was so excited that she could help someone have a better quality of life through her words.”

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Parents can visit the Meaning of Home website at www.meaningofhome.ca for tips on how to get the family engaged. Teachers can get involved by downloading an education module that allows them to incorporate the contest into their classroom while meeting core curriculum requirements.

The contest winner will be announced in January 2009. For more contest details, visit www.meaningofhome.ca.

About Habitat for Humanity Canada:

Habitat for Humanity Canada is a national, non-profit, faith-based organization working for a world where everyone has a safe and decent place to live. The mission of the organization is to mobilize volunteers and community partners in building affordable housing and promoting homeownership as a means to breaking the cycle of poverty. Habitat for Humanity Canada was founded in 1985, consists of over 35,000 volunteers and 72 affiliate organizations from coast to coast, and is a member of Habitat for Humanity International which spans 93 countries, has built over 225,000 homes, and is now building a new home every 21 minutes.

About Genworth Financial Canada:

Our products help people make their dreams of home ownership come true. At Genworth, we believe in delivering value to the communities where our people live and work. Our partnerships with Habitat for Humanity and other charitable initiatives are tangible ways to demonstrate our commitment to affordable and accessible homeownership. In helping to build homes, we help to build a brighter future for both our young people and for people in need.

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.

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

About Genworth Financial:

Genworth is a leading financial security company meeting the retirement, longevity, lifestyle protection, investment and mortgage insurance needs of over 15 million customers. It has a presence in more than 25 countries, including the United States, Australia, Canada, Japan, Mexico, New Zealand, the United Kingdom and 17 other European countries. For more information, visit genworth.com.



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