

**FOR IMMEDIATE RELEASE**

**GENWORTH FINANCIAL CANADA EXPANDS PROGRAM  
TO HELP CANADIANS KEEP THEIR HOMES**

Toronto (March 23, 2009) - Genworth Financial Canada has expanded its Homeowner Assistance Program to help Canadians keep their homes when confronted with job loss or other life challenges that affect their ability to make mortgage payments.

Since 1995, Genworth's Homeowner Assistance Program has helped thousands of homeowners get through financial hardships. The company works with homeowners and their lenders to find ways to bridge the gap between current circumstances and a long-term solution.

Genworth has announced it is expanding its program to offer a new Homeowner Assistance Evaluator, an online tool that helps homeowners assess their current financial situation and provides potential solutions to help them stay in their home.

"For someone who has lost their job, staying in their home is certainly a top priority. We encourage homeowners to be as proactive as possible when faced with a financial hardship," said Peter Vukanovich, President of Genworth Financial Canada.

The Homeowner Assistance Program is an integral part of every Genworth-insured mortgage, and is available at no additional cost.

To assess your own situation, visit [www.HomeownerAssistance.ca](http://www.HomeownerAssistance.ca), call 1-800-511-8888 or contact your lender.

**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, a subsidiary of Genworth Financial, Inc. (NYSE:GNW), 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](http://www.genworth.ca), through [www.homeownership.ca](http://www.homeownership.ca) or through mortgage lenders.

**About Genworth Financial:**

Genworth Financial, Inc. (NYSE:GNW) is a leading Fortune 500 global financial security company. Genworth has more than \$100 billion in assets and employs approximately 6,000 people with a presence in more than 25 countries. Its products and services help meet the investment, protection, retirement and lifestyle needs of more than 15 million customers. Genworth operates through three segments: Retirement and Protection, U.S. Mortgage Insurance and International. 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](http://Genworth.com). From time to time Genworth releases important information via postings on its corporate website. Accordingly, investors and other interested parties are encouraged to enroll to receive automatic email alerts and Really Simple Syndication (RSS) feeds regarding new postings. Enrollment information is found under the "Investors" section of [Genworth.com](http://Genworth.com).

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