



For Immediate Release

Western Financial Group Declares Dividend

High River, Alberta – September 10, 2009 (TSX – WES, WES.PR.A, WES.PR.B, WES.PR.C, WES.DB) – Western Financial Group (“Western”) announced today that it will provide \$0.0107 per common share to each shareholder of record as of September 30, 2009, with the dividend payable on October 15, 2009. The dividend is designated as an “eligible” dividend for the purposes of the *Income Tax Act* (Canada) and any similar provincial and territorial legislation.

Western Financial Group is a leader in providing insurance, financial services and banking services in over 90 communities, to more than 500,000 individuals and businesses in Western Canada through its Network locations, its affiliated insurance brokers, Western Life Assurance Company and Bank West.

The Common Shares of Western Financial Group are traded on the Toronto Stock Exchange under the symbol “WES”.

This press release is not for distribution to any United States news service or otherwise in the United States.

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