

Kasting 4 Kids Rehab Fly Fishing Event Raises \$175,000 For Holland Bloorview Kids Rehabilitation Hospital Foundation

Toronto, July 26, 2011 – Real Matters, a leading provider of property insights to the North American mortgage and property and casualty (P&C) insurance industries, today announced its charitable foundation helped raise \$175,000 at the second annual Kasting 4 Kids Rehab fly fishing event. The event occurred April 21, 2011 at Ontario’s Franklin Club. Kasting 4 Kids Rehab was created to support children with disabilities and their families at Holland Bloorview Kids Rehabilitation Hospital, Canada’s largest children’s rehabilitation teaching hospital.

According to Real Matters President and CEO, Jason Smith, Kasting 4 Kids Rehab is distinctive among fundraising events. “With so many golf, walk and run events competing for the charitable dollars of Toronto’s professional community, it’s important to continue offering a truly unique event,” he says. “The distinctiveness of Kasting 4 Kids really separates us from the crowd and helps drive our success. And, I’m happy to say that all sponsorship levels sold out. More important, we raised \$175,000 for an amazing cause. Special thanks to everyone, including our sponsors and sponsorship committee, the event committee and The Franklin Club for making it all happen. I’m really looking forward to next year.”

Valerie McMurtry, President and CEO, Holland Bloorview Kids Rehabilitation Hospital Foundation, echoes Smith’s sentiments: “The uniqueness of the event absolutely contributed to its success,” she says. “We are thrilled that Kasting 4 Kids was created especially for Holland Bloorview. Community and corporate partners see the unlimited potential in children with disabilities and believe that together we will succeed in creating a world without limits.”

Kasting 4 Kids Rehab featured one-on-one instruction from Canada’s fly fishing expert, Ian James, and the support of 20 of Ontario’s top fly fishing guides. It was sponsored by leaders in Toronto’s financial and professional community, including BMO; Altus Group; RBC; Genworth Financial, HKMB/HUB International; CIBC; Whitecastle Investments; Macquarie; Torys, Paradigm; National Bank; Davis + Henderson; Davies Ward Phillips & Vineberg; HSBI Benefits; PWC; Solidifi; iv3; and FMC. Non-financial sponsors included With A Fly Tackle Shop; Westjet; Nicholas Dean Lodge; Insinc Promotions; Ash City Worldwide; Tim Hortons; Cisco Systems; Bolts Plus; Mr. Janitorial Supplies and The Franklin Club.

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The Franklin Club again acted as home to Kasting 4 Kids Rehab. The venue has a rich association with Ontario's professional community and it's located within the Greater-Toronto-Area. The Club was established as a weekend retreat in 1909 by a group of doctors from Toronto's St. Michael's Hospital. Today, the club occupies 200 acres within the Oak Ridges Moraine and is a member-owned, private recreational fishing club specializing in fly-fishing for rainbow and speckled trout. Jim Oosterbroek, Manager of the Franklin Club said, "The Club is thrilled to be associated with Kasting 4 Kids Rehab and honoured to have hosted the event for a second year. We're looking forward to many more years of fundraising."

About Real Matters

Serving the North American mortgage and property and casualty (P&C) insurance industries, Real Matters creates powerful insights into residential and commercial properties. Through its cloud-based environment *redihive*™, the organization provides subject matter expertise and property insights gathered through partnerships with more than 18,000 global field agents. Real Matters has its Canadian head office in Toronto, Ontario as well as a U.S. office in Chicago, Illinois. Additional information about Real Matters is available at www.realmatters.com.

About Holland Bloorview

Holland Bloorview Kids Rehabilitation Hospital Foundation raises funds in the community for Holland Bloorview Kids Rehabilitation Hospital. Holland Bloorview is Canada's largest children's rehabilitation teaching hospital. The hospital pioneers treatments, technologies, therapies and real-world programs that give children with disabilities the tools to participate fully in life. For more information, please visit: www.hollandbloorviewfoundation.ca

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