

January 15, 2002

**VIA FACSIMILE AND MAIL**

Michael Gans  
Blake, Cassels & Graydon LLP  
Box 25, Commerce Court West  
199 Bay Street  
Toronto ON  
M5L 1A9

Dear Mr. Gans:

**Re: Proposed Transaction between World Financial Group Insurance Agency of Canada Inc. (“WFG”) and World Marketing Alliance Securities of Canada Inc. (“WMASC”): Notice pursuant to section 15 of *The Securities Regulations*, cS-42.2 Reg. 1 (the “Regulations”)**

We acknowledge receipt of your letters dated December 28, 2001 and January 10, 2002 providing the Commission with notice that WFG is negotiating to acquire all of the outstanding common shares of WMASC.

Pursuant to section 15 of the Regulations, we hereby approve the proposed transaction. This approval is based on the assumption that the transaction, when completed, will be as described. Should there be any material change to the transaction, please provide written notice to the Deputy Director, Registration so that the significance of the change may be assessed.

We acknowledge receipt of \$250.00 for the application filing fee.

Please call me at (306) 787-5876 or email me at [lfichter@ssc.gov.sk.ca](mailto:lfichter@ssc.gov.sk.ca) if you have any questions.

Yours sincerely,

*“Leah Fichter”*

Leah Fichter  
Deputy Director, Registration