

Attention: Insurance Industry Media

York Fire & Casualty Insurance Company joins the Broker Identity Program as a Full Partner

October 23, 2006/Toronto – The Insurance Brokers Association of Canada (IBAC) announced today that York Fire & Casualty Insurance Company, based in Mississauga, Ontario, is the newest insurance company to demonstrate its commitment to Canadian insurance brokers by joining IBAC's branding campaign.

“We are proud to have York Fire & Casualty Insurance Company as a Full Partner in our branding campaign. Their support represents a vote of confidence for our profession at a time when new players want to enter the market” said IBAC CEO Dan Danyluk

“At York Fire & Casualty, we believe that it is essential that we support our partners when competing against emerging distribution channels that, in our opinion, cannot match the value that the broker brings to the insurance transaction. The IBAC is placed in a very strategic position to assist with this objective and also preserve the volume of business that is currently serviced by the broker distribution network. The Management and Staff of York Fire & Casualty are proud of our Canadian heritage, and embrace this opportunity to support businesses across Canada that not only form the backbone of our communities but also our economy.” said Colin Simpson, Chief Operating Officer of York Fire & Casualty Insurance Company.

The Broker Identity Program was launched in 1989 by the Insurance Brokers Association of Canada to educate consumers on the benefits offered by insurance brokers – freedom of choice, customized policies and advocacy. It is a branding campaign for approximately 30,000 insurance brokers and in 2006 was supported by 20 leading insurance companies.

Founded in 1921, the Insurance Brokers Association of Canada is a federation of 11 provincial and regional associations of property and casualty insurance brokers.

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