

*Attention: Insurance Industry Media*

## **Portage Mutual joins Full Partners of the Broker Identity Program**

February 22, 2007/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Portage la Prairie Mutual Insurance Company has increased its investment in the Broker Identity Program for 2007.

The Program's centre-piece is the BIP symbol known as the BIPPER. The symbol captures the value that insurance brokers bring their clients: coverage and security. By investing in the program, Portage Mutual supports the message being delivered every day to consumers, legislators, government officials, and regulators.

"We are proud to invest in a vehicle that allows insurance brokers from across Canada to speak with a united voice when dealing with decision makers. In addition, the BIPPER is recognized in the marketplace as the main distribution channel that consumers trust when it comes to all their insurance needs. We are proud to support brokers." said Randy Clark, President and Chief Executive Officer of Portage la Prairie Mutual Insurance Company.

IBAC Chief Executive Officer Dan Danyluk added: "The increase in investment from Portage Mutual is an acknowledgement that insurance brokers speak with a united and coherent voice when issues affecting the profession are discussed with political leaders and regulators. The company has a long and well-established history and is a valuable partner to its brokers."

The Broker Identity Program was launched in 1989 by the Insurance Brokers Association of Canada. It is a branding campaign for over 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.

### **For further information, please contact:**

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