

Attention: Insurance Industry Media

ING Insurance continues as Full Partner of the Broker Identity Program

March 7, 2007/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that ING Insurance Company of Canada continues to support the Broker Identity Program as a Full Partner.

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, ING Insurance supports the message being delivered every day to legislators, government officials, regulators, and consumers.

"We continue to recognize the invaluable branding the Broker Identity Program brings the insurance broker profession. The protective embrace exhibited by the BIPPER is a symbol to legislators and regulators that the broker distribution channel is one that provides un-challengeable value to consumers of insurance in virtually every community across this country" said Derek Iles, President of ING Insurance. He added: "Our continued support will only help grow awareness of this value, and of this common message the profession is so successful at communicating."

IBAC Chief Executive Officer Dan Danyluk added: "Brokers should appreciate the continued confirmation that even the biggest players in the industry recognize the strength and importance of even the smallest of brokerages in this country. The Program is a testament that we manage collectively to be more effective than individually when issues affecting our profession are at play."

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 across Canada.

For further information, please contact:

Steve Masnyk, Manager Communications
Insurance Brokers Association of Canada
416-367-1831 or smasnyk@ibac.ca

www.ibac.ca

