

Attention: Insurance Industry Media

Gore Mutual joins Full Partners of the Broker Identity Program

March 15, 2007/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Gore 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, Gore Mutual supports the message being delivered every day to consumers, legislators, government officials, and regulators.

“Gore Mutual's decision to become a full partner of IBAC is the result of our commitment to brokers.” said Kevin McNeil, President and CEO of Gore Mutual. “By speaking with a united voice, insurance brokers manage to effectively and succinctly communicate the concerns affecting their profession to legislators and other decision makers.” added McNeil.

IBAC Chief Executive Officer Dan Danyluk added: “The increase in investment from Gore Mutual provides the Program with the ability to increase awareness of the value insurance brokers bring their clients. 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:

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

