

Attention: Insurance Industry Media

SGI CANADA becomes Full Partner of the Broker Identity Program

May 3, 2007/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that SGI CANADA has become a Full Partner of 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 continuing to invest in the program, SGI CANADA supports the message being delivered every day by brokers to consumers, legislators, government officials, and regulators.

"We are pleased that an insurer as innovative as SGI supports the ability to represent the very best when it comes to choice for consumers of insurance" commented Dan Danyluk, Chief Executive Officer of IBAC.

"It is crucial that brokers brand themselves around one voice when dealing with legislators and regulators. This is why we believe that the BIP has effectively embodied this united voice and continues to represent the brokerage distribution network as one that best serves consumers" added Jon Schubert, President and Chief Executive Officer of SGI CANADA.

Dan Danyluk added: "Brokers dealing with SGI CANADA can be proud of the company's support for the brokerage distribution network."

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.

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