

*Attention: Insurance Industry Media*

## **AXA remains Full Partners of the Broker Identity Program**

May 14/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that AXA is maintaining its investment as 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 investing in the program, AXA supports the message being delivered every day to consumers, legislators, government officials, and regulators.

"We are pleased to support brokers across Canada in their successful bid to communicate to consumers, legislators and regulators the value they bring" said Jean-François Blais, President and Chief Executive Officer of AXA in Canada. "Speaking with a united voice under the banner of the BIPPER is very effective in influencing decision makers regarding issues affecting the industry," added Blais.

IBAC Chief Executive Officer Dan Danyluk added: "We are pleased that yet another insurer supports the common message being delivered by brokers under the BIPPER umbrella. AXA is a valuable partner to 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 is supported by approximately 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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