
INSURANCE BROKERS ASSOCIATION OF CANADA
ASSOCIATION DES COURTIERS D'ASSURANCES DU CANADA

Attention: Insurance Industry Media

**Royal & SunAlliance continues as a Full Partner of the
Broker Identity Program**

May 28, 2007/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Royal & SunAlliance is continuing 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, Royal & SunAlliance supports the message being delivered every day to consumers, legislators, government officials, and regulators.

“R&SA is proud to continue as a full partner and founding sponsor of the Broker Identity Program,” said Rowan Saunders, President and CEO of Royal & SunAlliance Canada. “We fully support and encourage brokers to boldly communicate the valuable advice, choice and coverage that they provide Canadians each and every day,” added Saunders.

IBAC CEO Dan Danyluk added: “We are pleased that an insurer with roots in Canada since 1845 stands by the message being delivered every day to legislators and regulators when issues of importance to the industry come up. R&SA 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 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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