

Attention: Insurance Industry Media

Saskatchewan Mutual Insurance Company remains a full Partner of the Broker Identity Program

July 25, 2007/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Saskatchewan Mutual Insurance Company (SMI) 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, SMI supports the message being delivered every day to consumers, legislators, government officials, and regulators.

"In 2008, SMI will proudly celebrate its 100th anniversary and throughout its long history has recognized the value and importance of the insurance broker in the distribution of insurance products," commented Laura Wiebe, Executive Vice President. "SMI and its brokers across Saskatchewan, Manitoba and Alberta share the common goal of providing the highest level of customer service to their clients. The initiatives undertaken through the Broker Identity Program have proven effective and SMI is committed to continuing our support," added Wiebe.

IBAC Chief Executive Officer Dan Danyluk added: "SMI's investment in the BIP is testament that brokers provide the best possible service to consumers of insurance. The program allows brokers to speak with one voice when legislators and regulators deal with issues affecting the profession. We are proud that SMI supports the broker 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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