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

Attention: Insurance Industry Media

**Economical Insurance Group remains a
Full Partner of the Broker Identity Program**

August 1, 2007/Toronto– The Insurance Brokers Association of Canada (IBAC) is pleased to announce that the Economical Insurance Group 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, Economical supports the message being delivered every day to consumers, legislators, government officials, and regulators.

“ We are proud that insurance brokers are effective in dealing with legislators and government officials,” said Noel Walpole, President & CEO of Economical. “ One of the greatest benefits to the industry is educating government officials of the importance insurance brokers play in their communities, as well as the value they bring customers of insurance. We are proud to support this campaign,” added Walpole.

IBAC Chief Executive Officer Dan Danyluk added: “ The goal of the BIP is presenting legislators a brand that represents the value our profession brings Canadian consumers of insurance. Brokers appreciate the partnership they have with Economical.”

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



155 University Avenue, Suite 1230
Toronto, Ontario, M5H 3B7

Tel: (416) 367-1831 • Fax: (416) 367-3687
www.ibac.ca