

Attention: Insurance Industry Media

Optimum General Inc. becomes a Full Partner of the Broker Identity Program

September 26, 2007/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Optimum General Inc. becomes 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, Optimum supports the message being delivered every day to consumers, legislators, government officials, and regulators about the value brokers provide”, said Jean-Claude Pagé, President and CEO of Optimum General Inc. “Being a Canadian insurer that exclusively distributes its products through insurance brokers, Optimum is proud to be part of this national program. Along with our many local projects, it is a tangible initiative that carries on our commitment to the broker distribution system and fully supports the significant contribution brokers provide by the advice, choice and coverage they offer their clients,” he added.

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. Optimum 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 2007 was supported by more than 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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