

**The Insurance Brokers Association of Canada is pleased to
announce a new Partnership with the
Canadian Ski Patrol System**

IBAC joins CSPS to cover and protect winter sports enthusiasts across Canada

Toronto, November 20, 2007 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that it has formed a new partnership with the Canadian Ski Patrol System (CSPS) and that it is supplying 4,000 magenta blankets featuring the BIP logo to patrols across Canada.

The BIP logo - or the logo promoting insurance brokers - represents a stylized human figure, wrapped in a symbolic blanket, indicative of many positive things: comfort, care, security, warmth.

"We are truly thrilled to be partnering with insurance brokers from across Canada. It is a very unique and yet perfect fit for us. The CSPS focuses especially on safety and accident prevention. The blankets being provided to all the resorts patrolled by the CSPS through this partnership will go a very long way towards ensuring the comfort and warmth of the injured snowsport enthusiasts we treat at our local areas", said Maggi McLeod, Vice-President, Fund Development, Canadian Ski Patrol System.

"It is indeed a perfect fit", said Dan Danyluk, Chief Executive Officer of IBAC. "Insurance brokers are professionals who make sure that their clients are well protected in the case of a claim. An accident, be it on the road or on a ski hill, is something nobody plans for; however, knowing that in such an event someone is there to assist you or to take care of you makes us all feel more reassured.." added Danyluk.

The BIP blankets are being distributed this month to ski resorts where the CSPS operates throughout Canada.

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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