

For distribution to member brokers

**The Insurance Brokers Association of Canada is pleased to add
four new radio commercials to its inventory of
advertising material.**

Toronto, December 5, 2007 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that it has produced four new 30-second pre-recorded radio commercials, in English and in French, for use by its member associations and by their members.

Each ad has a five-second space near the end for individual identification. They also include the same music jingle as the television ad, both at the beginning and at the end of the commercial.

The new radio ads focus on the care and expertise that an insurance broker provides to its clients. The message is simple: We are all very busy; insurance is a complex product; let a professional insurance broker do the work for you, said Dan Danyluk, Chief Executive Officer of IBAC.

Each spot is pre-recorded and ready to use by your local radio station.

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