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

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*Attention: Insurance Industry Media*

**ING Insurance continues as Full Partner of the  
Broker Identity Program**

March 12, 2008/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that ING Insurance Company of Canada continues to support the Broker Identity Program as a Full Partner.

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, ING Insurance supports a campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"We continue to recognize the invaluable branding the Broker Identity Program brings the insurance broker profession. The protective embrace exhibited by the BIPPER is a symbol of the value proposition offered by brokers: protection and piece of mind." said Derek Iles, President of ING Insurance. "The broker distribution channel is one that provides un-challengeable value to consumers of insurance in virtually every community across this country. We continue to support its goals." added Iles.

IBAC Chief Executive Officer Dan Danyluk added: "In today's world of choices, our branding program continues to showcase that the best advice on insurance matters to Canadians is through a broker. ING's investment contributes to raising awareness of the value brokers provide Canadian consumers, and we are proud of their commitment," added Danyluk.

The Broker Identity Program was launched in 1989 by the Insurance Brokers Association of Canada. It is a branding campaign for over 31,000 insurance brokers.

Founded in 1921, the Insurance Brokers Association of Canada is a federation of 11 provincial and regional associations of property and casualty insurance brokers across Canada.

**For further information, please contact:**

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