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

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*Attention: Insurance Industry Media*

**Royal & SunAlliance continues as a Full Partner of the  
Broker Identity Program**

March 5, 2008/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Royal & SunAlliance (R&SA) is continuing its investment as a Full Partner of the Broker Identity Program for 2008.

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, R&SA supports the role insurance brokers provide Canadian consumers.

“For many years, R&SA has sponsored IBAC's broker education campaign and we are proud to continue as a full partner of the Broker Identity Program. We believe that brokers provide valuable advice and expertise to Canadians and will continue to support the long-term growth of the broker channel,” said Rowan Saunders, President and CEO of R&SA.

IBAC CEO Dan Danyluk added: “We are pleased that every year, more and more insurers realize the advisory role brokers play in dealing with consumers. Brokers provide un-biased, informed, and experienced knowledge in the insurance marketplace. R&SA is not only a valuable partner to brokers, but by investing in the program they further provide Canadian consumers with the ability to be informed about the real value insurance brokers provide.”

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 and in 2007 was supported by over 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:**

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