

Attention: Insurance Industry Media

York Fire continues as a Full Partner of the Broker Identity Program

February 14, 2008/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that York Fire and Casualty Insurance Company 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, York Fire supports the role insurance brokers provide Canadian consumers.

"York Fire and Casualty is proud to continue as a full partner of the Broker Identity Program," said Colin Simpson, President and CEO of York Fire and Casualty Insurance Company. "We fully support and encourage brokers to boldly communicate the valuable advice, choice and coverage that they provide Canadians each and every day," added Simpson.

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. York Fire 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:

Steve Masnyk, Manager Communications
Insurance Brokers Association of Canada
416-367-1831 or smasnyk@ibac.ca
www.ibac.ca

