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

Attention: Insurance Industry Media

**Saskatchewan Mutual Insurance Company continues as a
Full Partner of the Broker Identity Program**

April 24, 2008/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Saskatchewan Mutual Insurance Company (SMI) 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, SMI supports the role insurance brokers provide Canadian consumers.

“For many years, SMI has sponsored IBAC's broker awareness 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 Laura Wiebe, President and CEO of SMI.

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. SMI 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 32,000 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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