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

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*Attention: Insurance Industry Media*

**Peace Hills Insurance Company continues to invest as a  
Full Partner of the Broker Identity Program**

June 16, 2008/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Peace Hills Insurance Company is continuing to invest as a Full Partner in 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, Peace Hills supports the role insurance brokers provide Canadian consumers.

"Peace Hills is proud to continue investing in IBAC's broker awareness campaign and we fully support and encourage brokers to boldly communicate the valuable services they provide their clients every day" said Diane Bricker, President and Chief Executive Officer of Peace Hills Insurance Company.

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 unbiased, informed, and experienced knowledge in the insurance marketplace. Peace Hills is not only a valuable partner to brokers, but by investing in the program, further provides 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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