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

Attention: Insurance Industry Media

**SGI CANADA continues its investment as a
Full Partner of the Broker Identity Program**

June 18, 2008/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that SGI CANADA is maintaining 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, SGI supports the role insurance brokers provide Canadian consumers.

“SGI CANADA is a long-time supporter of the Insurance Brokers Association of Canada and its program to raise awareness and educate Canadians on the benefits provided by insurance brokers” said Jon Shubert, President of SGI CANADA.

IBAC CEO Dan Danyluk added: “We are proud to count SGI CANADA as a partner. Over the years, our message has been consistent: Brokers are providing the best advice on insurance matters and insurers are realizing the advisory role brokers play in dealing with consumers.”

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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