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

Attention: Insurance Industry Media

**Red River Valley Mutual Insurance Company continues its investment as
a Full Partner of the Broker Identity Program**

June 20, 2008/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Red River Valley Mutual 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, Red River Valley Mutual supports the role insurance brokers provide Canadian consumers.

"We recognize the value the branding program known as the Broker Identity Program brings not only to brokers but to the industry as a whole and we are proud to be part of it" said Brian Esau, President of Red River Valley Mutual.

IBAC CEO Dan Danyluk added: "We are proud to have Red River Valley Mutual as a valuable partner. Insurers recognize the value-added provided by brokers and the advisory role they 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.

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