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

Attention: Insurance Industry Media

**Aviva maintains its support of the Broker Identity Program
At the Full Partner level**

June 27, 2008/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Aviva continues to invest 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, Aviva supports the role insurance brokers provide Canadian consumers.

“We have no doubt that Aviva realizes the advisory role brokers play in dealing with consumers. In today's market place, insurance brokers provide consumers with the best possible coverage, expert advice and the value-added that only they can offer. By investing in the program, Aviva proves to be a valuable partner to brokers.”

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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