

Attention: Insurance Industry Media

Gore Mutual renewed its commitment to insurance brokers

Toronto, July 7, 2008 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Gore Mutual Insurance Company renewed its commitment to support insurance brokers by investing as a Full Partner in the Broker Identity Program.

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, Gore Mutual supports a campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"We are in this together," says Kevin McNeil, President and CEO of Gore Mutual. "We continue to look for ways to serve our broker partners better. As a company that believes Canadians deserve unbiased professional advice, we are proud to support the BIPPER symbol which represents the value offered by brokers."

IBAC Chief Executive Officer Dan Danyluk added: "In today's world of choices, this branding program continues to showcase the best advice on insurance matters to Canadians is through a broker. Gore Mutual's investment contributes to raising awareness of the value brokers provide Canadian consumers, and we are proud of their commitment," added Danyluk.

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.

Founded in 1921, the Insurance Brokers Association of Canada is a federation of 11 provincial and regional associations of property and casualty insurance brokers across Canada.

For further information, please contact:

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