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

Attention: Insurance Industry Media

**AXA Canada Inc. maintains its investment at the Full Partner level
in the Broker Identity Program**

Toronto, July 10, 2008 - The Insurance Brokers Association of Canada (IBAC) is pleased to announce that AXA Canada Inc. continues to show its support 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, AXA supports the services insurance brokers provide Canadian consumers.

"AXA is a proud supporter of the BIPPER program which through its marketing and branding promotes the essential value that Brokers provide to consumers" said Jean-François Blais, President & Chief Executive Officer of AXA Canada Inc.

IBAC Chief Executive Officer Dan Danyluk added: "In today's world of choices, this branding program continues to show that the best advice on insurance matters to Canadians is through a broker. AXA'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 and in 2008 is 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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