

Attention: Insurance Industry Media

Economical Insurance Group remains a Full Partner of the Broker Identity Program

Toronto, July 30, 2008 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that The Economical Insurance Group 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, The Economical Insurance Group supports a campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"The Economical Insurance Group has been supporting brokers for over 135 years and we are proud to be a true partner with brokers," said Noel Walpole, President and CEO of The Group. "Our sole distribution channel is that of the broker network. We'll continue to expand our range of products and services to support the success of our brokers. We think that insurance brokers have done a good job in developing the BIPPER and know that the program is promoting a positive message to the insuring public, politicians and regulators," added Walpole.

IBAC Chief Executive Officer Dan Danyluk declared that "The main objective of the Broker Identity Program is to promote to the politicians a brand that represents the value our profession brings to the consumer. Brokers appreciate the support they receive from a company like The Economical Insurance Group."

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.

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