

Attention: Insurance Industry Media

Optimum General maintains its investment as a Full Partner of the Broker Identity Program

Toronto, August 5, 2008 – The Insurance Brokers Association of Canada (IBAC) is pleased that Optimum General has agreed to maintain its investment at the Full Partner level 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, Optimum supports the message being delivered every day to consumers, legislators, government officials, and regulators.

"Being a Canadian insurer that exclusively distributes its products through insurance brokers, Optimum is proud to continue to be part of this national program. Along with our many local projects, it is a tangible initiative that carries on our commitment to the broker distribution system and fully supports the significant contribution brokers provide by the advice, choice and coverage they offer their clients", said Jean-Claude Pagé, President and CEO of Optimum General.

IBAC Chief Executive Officer Dan Danyluk added: "We are pleased that Optimum supports the common message being delivered by brokers under the BIPPER umbrella."

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 more than twenty 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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