

Attention: Insurance Industry Media

Canadian Northern Shield is the latest insurer to join the Full Partners of the Broker Identity Program

Toronto, August 8, 2008 – The Insurance Brokers Association of Canada (IBAC) is pleased to welcome Canadian Northern Shield as a new 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, Canadian Northern Shield supports the message being delivered every day to consumers, legislators, government officials, and regulators.

"Canadian Northern Shield's decision to become a full partner of IBAC is the result of our commitment to brokers." said Rowan Saunders, CEO. "By speaking with a united voice, insurance brokers communicate effectively and succinctly the concerns affecting their profession to legislators and other decision makers." added Saunders.

IBAC Chief Executive Officer Dan Danyluk added: "The increase in the number of insurers investing in the program proves that they recognize the value insurance brokers bring their clients. The company has a long and well-established history and is a valuable partner to its 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 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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