

Attention: Insurance Industry Media

Intact Insurance confirms its Full Partner status in the Broker Identity Program for 2009

Toronto, March 6, 2009 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Intact Insurance (formerly ING Insurance) continues to support the Broker Identity Program as a Full Partner. The partnership was initiated four years ago when Intact Insurance was known as ING Insurance.

The Program's centrepiece is the BIP symbol known as the BIPPER. The symbol captures the value that insurance brokers bring their clients: choice, coverage, security and peace of mind. By investing in the program, Intact Insurance supports a campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"We recognize and appreciate the significant contribution of insurance brokers in providing their customers with the advice and the protection they require," said Louis Gagnon, President of Intact Insurance. "Brokers provide immeasurable value to consumers in virtually every community across the country, and we are proud to help them succeed."

IBAC Chief Executive Officer Dan Danyluk added: "We are pleased that in today's world of choices, the brokers' symbol is well recognized. Our branding program continues to showcase that brokers offer the best advice to Canadians. Intact Insurance understands that brokers are advocate for consumers, and we are proud of their commitment."

Launched 20 years ago, the mission of the Broker Identity Program is to promote the value and professionalism of the insurance broker to consumers, insurers and governments. 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.

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