

Attention: Insurance Industry Media

Grain Insurance and Guarantee Company joins the rank of the Full Partners of the Broker Identity Program for 2009

Toronto, March 23, 2009 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Grain Insurance and Guarantee Company has increased its support of the Broker Identity Program to the Full Partner Category.

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, Grain Insurance and Guarantee Company supports a campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"In these times when confidence in the global financial services sector has been shaken, clients need counsel and representation from an independent party in whom they trust. Independent brokers represent the interests of both their clients and the insurance industry as a whole; and as such, deserve our support of this program," said Ralph Jackson, President, of Grain Insurance and Guarantee Company.

IBAC Chief Executive Officer Dan Danyluk added: "We are pleased to welcome Grain Insurance and Guarantee Company as a Full Partner. Our branding program continues to showcase that brokers offer the best advice to Canadians and Grain Insurance recognizes it."

Launched 21 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 33,000 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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