

Attention: Insurance Industry Media

Portage Mutual confirms its support of brokers and their Broker Identity Program

Toronto, April 3, 2009 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that The Portage Mutual Insurance Company has confirmed its support of the Broker Identity Program for 2009.

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, Portage Mutual supports the campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"Our network includes more than 500 insurance brokers who adhere to the philosophy of the company that doing business with integrity never goes out of style, and we are pleased to support them" said Randy Clark, President and CEO of Portage Mutual.

IBAC Chief Executive Officer Dan Danyluk added: "Portage Mutual is a company that believes in a partnership approach and we value that partnership."

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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