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**INSURANCE BROKERS ASSOCIATION OF CANADA**  
**ASSOCIATION DES COURTIERS D'ASSURANCES DU CANADA**

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*Attention: Insurance Industry Media*

**Mennonite Mutual Fire Insurance Company confirmed its  
support of the Broker Identity Program for 2009**

Toronto, April 23, 2009 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Mennonite Mutual Fire Insurance Company confirmed its continued support of the Broker Identity Program at the Full Partner level.

The program's centre-piece is the Broker's logo. The symbol captures the value that insurance brokers bring their clients: choice, coverage, security and peace of mind. By investing in the program, Mennonite Mutual Fire Insurance Company supports a campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"MMFI has been providing top quality insurance services since 1917 and we share that philosophy with insurance brokers. We are proud to support them in their branding efforts", said Earl Harder, Chief Executive Officer.

IBAC Chief Executive Officer Dan Danyluk added: "The company has a long and well-established history and is a valuable partner to its brokers. They are realizing the advisory role brokers play in dealing with consumers by providing unbiased, informed, and experienced knowledge in the insurance marketplace."

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.

**For further information, please contact:**

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