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

Attention: Insurance Industry Media

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

Toronto, May 12, 2009 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Saskatchewan Mutual Insurance Company (SMI) continues to support 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, Saskatchewan Mutual Insurance Company supports a campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"SMI is pleased to continue its support of the Broker Identity Program. We have long recognized the value independent brokers contribute to the distribution of insurance products and the broker logo is a well recognized symbol of this value" said Laura Wiebe, President & CEO.

IBAC Chief Executive Officer Dan Danyluk added: "Saskatchewan Mutual Insurance Company, like insurance brokers, is committed to providing peace of mind and brand excellence to consumers. The company has a long and well-established history and is a valuable partner to its brokers".

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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