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

Attention: Insurance Industry Media

**RSA continues as a Full Partner of the
Broker Identity Program in 2009**

June 16, 2009/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that RSA is continuing its investment as a Full Partner of the Broker Identity Program for 2009.

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

"RSA is proud to continue as a full partner of the Broker Identity Program. We believe that brokers provide valuable advice and expertise to Canadians and will continue to support the long-term growth of the broker channel," said Rowan Saunders, President and CEO of RSA.

IBAC CEO Dan Danyluk added: "We are pleased that insurers continue to realize the advisory role brokers play in dealing with consumers. RSA is not only a valuable partner to brokers, but by investing in the program they further provide Canadian consumers with the ability to be informed about the real value insurance brokers provide."

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.

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