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

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*Attention: Insurance Industry Media*

**Peace Hills Insurance Company confirmed its support of the  
Broker Identity Program for 2009**

June 29, 2009/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Peace Hills Insurance Company is continuing to invest as a Full Partner in the Broker Identity Program for 2009.

The Program's centre-piece is the BIP logo. The symbol captures the value that insurance brokers bring their clients: coverage and security. By investing in the program, Peace Hills supports the role insurance brokers provide Canadian consumers.

“We are proud to support the insurance broker distribution system. At Peace Hills, we know that offering choice, value and professional advice make for a well informed consumer - and that's why we've chosen brokers as our sole method of distribution” said Diane Bricker, President and Chief Executive Officer of Peace Hills Insurance Company.

IBAC CEO Dan Danyluk added: “We are pleased that insurers continue to realize the advisory role brokers play in dealing with consumers. Peace Hills is not only a valuable partner to brokers, but by investing in our program, it raises awareness of 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.

**For further information, please contact:  
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