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

Attention: Insurance Industry Media

**Pembridge Insurance Company maintains its investment
as a Full Partner of the Broker Identity Program**

Toronto, July 6, 2009 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Pembridge Insurance Company is maintaining 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, Pembridge supports a campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"We remain fully supportive of this program and continue to be engaged in helping brokers promote the value they offer consumers, as trusted advisors" said Bob Tisdale, President and C.O.O. of Pembridge Insurance Company.

IBAC CEO Dan Danyluk added: "Pembridge has been a faithful partner in our image building program for many years. We are proud that so many insurers recognize the value-added provided by brokers and the advisory role they play in dealing with consumers."

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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