

Attention: *Insurance Industry Media*

Optimum General maintains its investment as a Full Partner of the Broker Identity Program

Toronto, August 24, 2009 – The Insurance Brokers Association of Canada (IBAC) is pleased that Optimum General has agreed to maintain its investment at the Full Partner level for 2009.

The Program's centre-piece is the BIP symbol known as the BIPPER. The symbol captures the value that insurance brokers bring their clients: coverage and security. By investing in the program, Optimum supports the message being delivered every day to consumers, legislators, government officials, and regulators.

"Being a Canadian insurer that exclusively distributes its products through insurance brokers, Optimum proudly continues to be part of this national program. Along with our many local initiatives, this program carries on our commitment to the broker distribution system and promotes the significant value-added brokers provide their clients – expert advice, a vast choice of products and coverages that best suit their needs", said Jean-Claude Pagé, President and CEO of Optimum General."

IBAC Chief Executive Officer Dan Danyluk added: "We are pleased that Optimum continues to support the common message being delivered by brokers under the BIP umbrella."

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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