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

Attention: Insurance Industry Media

**Optimum General Inc. remains a Full Partner
of the Broker Identity Program for 2018**

Toronto, February 28, 2018 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Optimum General Inc. (Optimum) is maintaining its support of the Broker Identity Program at the Full Partner level.

Launched in 1988, the mission of the Broker Identity Program is to raise awareness of the insurance broker distribution network and promote the value and professionalism of brokers to consumers, insurers and governments. The program's centrepiece is the magenta BIPPER logo, a widely recognized symbol representing the choice, advice, and advocacy that brokers bring to their clients.

"Optimum is a firm advocate of the key role the independent broker plays in the distribution of insurance. We believe that our success starts with the broker and, as such, we are a proud supporter of the Broker Identity Program" said M. J.-Sebastien Lagarde, Vice President Corporate Strategy and Business Development. "IBAC is an important advocate for the broker channel and is at the forefront as the industry is changing and new challenges arise."

Added IBAC Chief Executive Officer Peter Braid, "Optimum's renewed investment in our Broker Identity Program demonstrates their strong commitment to the broker distribution system, and underscores the value of insurance brokers in serving consumers and protecting their interests. We greatly appreciate their continued support."

About Optimum

Optimum Insurance Company Inc., Optimum West Insurance Company Inc. and Optimum Farm Insurance Inc. are subsidiaries of Optimum General Inc., a Canadian holding Company part of Optimum Group Inc., which underwrites property and casualty insurance throughout Canada. Founded in 1969 by actuaries, Optimum Group is a Canadian-owned private international financial group, active in life insurance, property and casualty insurance, life reinsurance, actuarial consulting and asset management. Optimum Group operates mainly in Canada, the US and France, and counts more than 500 employees worldwide.

About IBAC

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. These associations represent approximately 36,000 insurance brokers in virtually every community across the country. As a not for profit organization, IBAC is neither an insurance company nor does it sell insurance products or represent insurance companies.

-30-

For further information, please contact:

Denys Bégin, Manager, Marketing & Advertising
Insurance Brokers Association of Canada
416-367-1831 or dbegin@ibac.ca
www.ibac.ca

