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

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Attention: Insurance Industry Media

## **Trisura Guarantee Insurance Company remains a Full Partner of the Broker Identity Program for 2018**

Toronto, March 5, 2018 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Trisura Guarantee Insurance Company has maintained its support of the Broker Identity Program (BIP) 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.

"The "Tri" in the name Trisura represents to us the three party relationship between our brokers, their customers and ourselves. We are a broker company because we believe independent brokers are of vital importance to the insurance process and in representing the needs and best interests of insureds. IBAC plays a critical role in supporting insurance brokers across Canada and we at Trisura are pleased to continue our involvement with the Broker Identity Program." said Mike George, Trisura's President & CEO.

IBAC Chief Executive Officer Peter Braid added: "Trisura understands the benefits of branding in promoting the value of insurance brokers. Their renewed investment demonstrates a strong commitment to providing excellent customer service through the broker channel, and we greatly appreciate their continued support."

### **About Trisura Guarantee**

Trisura Guarantee Insurance Company is a Canadian specialty insurance and surety company with offices across Canada, providing customized solutions and expertise through a select broker network. Trisura Guarantee is uniquely positioned to satisfy Canadian risks in Contract, Commercial and Developer Surety, Directors' and Officers' Liability, Fidelity, Professional Liability including Media and Cyber Liability and Warranty products.

Trisura Guarantee Insurance Company is a subsidiary of Trisura Group Ltd., a leading international specialty insurance provider operating in the surety, risk solutions, corporate insurance and reinsurance segments of the market. Trisura has three principal regulated subsidiaries: Trisura Guarantee Insurance Company, Trisura International Insurance Ltd. and Trisura Specialty Insurance Company. Trisura is listed on the Toronto Stock Exchange under the symbol "TSU".

### **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.

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