

Media Release No: 2010-01

For Immediate Release

Insurance Bureau of Canada A new brand for a renewed commitment

Toronto, ON – February 1, 2010 – Insurance Bureau of Canada (IBC) – the voice of Canada’s home, car and business insurers for over 45 years – unveiled new corporate branding today. The transformation symbolizes IBC’s renewed commitment to focus on relationships with governments and key stakeholders, foster goodwill with consumers and position IBC with Canadians as the trusted voice of the property and casualty (P&C) insurance industry.

“We are very proud of our new look,” said Don Forgeron, IBC’s President and CEO. “IBC used its previous logo for over 10 years. It served us well, but now it’s time for something new that better captures who we are and what we do.”

The new logo was designed to represent IBC’s core values, culture and purpose. Its visual elements reflect the essence of what IBC does and creates a positive, memorable identity. Canada’s official symbol – the maple leaf – figures prominently and identifies IBC as a national trade organization and as Canada’s trusted voice in insurance.

The other main visual element – the three rays within the maple leaf – represents Canada’s private home, car and business insurers and IBC’s lasting commitment to issues that matter both to the industry and to consumers. The rays also communicate energy, vision and foresight.

“We’re confident that this strong new brand will resonate with Canadians and will stand as a symbol of our commitment to our members and the consumers they serve,” said Forgeron.

Insurance Bureau of Canada is the national industry association representing Canada’s private home, car and business insurers. Its member companies represent 90% of the property and casualty insurance market in Canada. The P&C insurance industry employs over 110,000 Canadians, pays more than \$6 billion in taxes to the federal, provincial and municipal governments, and has a total premium base of \$39 billion.

To view news releases and information, visit the media section of IBC’s website at www.ibc.ca.

-30-

For more information contact: Pete Karageorgos, 416-362-2031 ext. 4329.