



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

Attention: Insurance Industry Media

Trisura Guarantee Insurance Company remains a Full Partner of the Broker Identity Program for 2019

Toronto, March 18, 2019 – 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.

Trisura's sponsorship will support IBAC's Broker Identity Program (BIP), a national advertising campaign that raises awareness of the significant value that insurance brokers provide for their clients – choice, advice and advocacy. With a redesigned logo and our new "Before the Quote" platform, the BIP campaign is reinvigorating the brand and highlighting the value of the broker distribution system.

In addition, their investment will contribute to important IBAC initiatives including IBAC's technology leadership, professional development of the broker workforce, and our strong and effective federal advocacy to maintain the separation of banking and insurance, which protects consumers and promotes a fair and competitive marketplace.

"Trisura owes much of its success to the strong support of our brokers. We are a broker company and believe that P&C brokers provide a critical service to insurance consumers through advice and advocacy. Our active involvement with IBAC is a way to support our broker partners on a myriad of issues that are important to both our brokers and their clients." said Mike George, Trisura's President & CEO.

IBAC Chief Executive Officer Peter Braid added: "Trisura is a valued IBAC partner that is fully committed to offering their specialty insurance products through the broker channel. We greatly appreciate their continued investment, which reaffirms and underscores the significant value that brokers bring to the insurance experience."

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 the national voice of over 38,000 property and casualty insurance brokers, advocating for the interests of both insurance brokers and consumers to the Government of Canada. The Broker Identity Program (BIP) was launched in 1988 to promote the value and professionalism of the insurance broker to consumers, insurers and governments.

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