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

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*Press Release and Release to member brokers*

## **DAS Canada - a new Full Partner in the Broker Identity Program for 2010**

Toronto – July 19, 2010 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that DAS Canada's support of and commitment to insurance brokers was a top priority. In its first month of operation in Canada, DAS Canada already joined the ranks of Full Partner of the Broker Identity Program.

The program's centre-piece is the Broker's logo. The symbol captures the value that insurance brokers bring their clients: choice, coverage, security and peace of mind. Consumer Research has shown that the logo is widely recognized and focus groups confirmed that the message of the current television campaign is well understood.

"Legal Expense Insurance is not well known in Canada and we believe we need the support of brokers in building awareness among Canadians. We are delighted to align ourselves with the Broker Identity Program." said Barbara Haynes, Chief Executive Officer of DAS Canada.

IBAC CEO Dan Danyluk added: "We are pleased to welcome DAS Legal Protection Insurance Company Limited as a Full Partner. In view of the line of products it offers, DAS understand the value of the advisory role brokers play in dealing with the consumers. We are proud that they have chosen the broker distribution channel."

Launched 22 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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