



Insurance Brokers Launch Customer-Friendly Online Quoting Engine

*www.MyInsuranceShopper.ca will assist consumers in choosing
a broker and insurance policy that fits their needs*

TORONTO, May 14, 2008, Today, The Insurance Brokers Association of Ontario (IBAO) launched a new website, MyInsuranceShopper.ca that will provide consumers with the opportunity to receive online quotes for home and auto insurance.

“MyInsuranceShopper.ca demonstrates how much choice brokers can offer Ontarians,” said IBAO CEO Randy Carroll, “and that is just one of the many advantages of using an independent broker as opposed to another insurance channel.”

“In addition to choice, consumers choose brokers because they offer independent advice, because they are advocates for their clients, and because they have the expertise to recommend insurance that fits for their individual needs.”

To show their commitment to consumers, local brokers have taken the launch to the streets of Ottawa and Toronto by sporting the IBAO purple t-shirt and handing out information about the new site to thousands of pedestrians.

Once consumers are on the MyInsuranceShopper.ca site, they will be asked to select a broker found via various search criteria (name, city, etc). Once a broker is selected, the user will fill out a quick form with their relevant information that will generate quotes for different insurance companies provided by the chosen broker. The query can be repeated as often as desired and only takes a few minutes to complete.

Carroll said that because brokers are advocates for the consumer, they wanted to take it a step further by providing Ontarians with a user-friendly website, and MyInsuranceShopper.ca will do just that – provide consumers with quotes from various insurance companies.

“You can’t get that kind of choice and service anywhere else than through a broker”, said Carroll.

-30-

The Insurance Brokers Association of Ontario (IBAO) is a ‘not for profit’ association that represents and serves the interests of over 10,000 independent Property & Casualty Insurance Brokers in the Province of Ontario.

For more information, please contact:

Catherine Fortin LeFaivre

IBAO Public Relations

Tel: (613) 233-8906

Email: catherine@impactcanada.com