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Appointment Announcement

Toronto (July 3, 2007) Joel Baker, President and Chief Executive Officer of MSA Research Inc. is delighted to announce the appointment of Mr. Tesfaye Fekade (Tes) to the position of Vice-President, Operations.

Tes is an extremely valued addition to the MSA team. His deep technical knowledge coupled with his prior professional experiences enable us to substantially ramp up service delivery, customer-support and analytical product development going forward says Joel Baker.

Tes' former experiences include several years at A.M. Best Canada Ltd. and more recently in the claims department of a leading Canadian insurer.

Tes can be reached at (416) 368-0777 x23 or at tesfaye.fekade@msaresearch.com

MSA Research Inc. is Canada's leading provider of financial information and analytical research on Canada's insurance industry as well as the sponsoring organization behind the **National Insurance Conference of Canada**, Canada's pre-eminent insurance industry conference.