



FOR IMMEDIATE RELEASE

Peace Hills Insurance New Sponsor of MSA/Baron Outlook Reports

Edmonton (July 28, 2008) – Peace Hills Insurance, a Canadian insurance company, announced today that it will sponsor the MSA/Baron Outlook Reports for 2008 for Insurance Brokers across Alberta. The report will be distributed to 600 Alberta insurance brokers.

"We are coming to the close of our 25th year in business and we believe in the philosophy that still guides this company just as strongly as when it was originally written – 25 years ago," comments Diane Brickner, President and CEO, Peace Hills Insurance.

"A lot has changed in the world and our industry since that time. There was virtually no e-mail or internet back then and we were in the early stages of building Peace Hills Insurance. Since the beginning, our vision, values, philosophy, commitment to outstanding customer service, relationships with our brokers and our belief in the independent broker distribution system has not changed. In fact this time tested business model is more than ever a competitive advantage as our industry evolves and consolidates."

"We are pleased to be able to provide the MSA/Baron Outlook report to the brokers of Alberta and we believe this will strengthen their understanding of industry trends. We hope they find the information useful and encourage them to share it with their colleagues."

"We are delighted that Peace Hills has graciously chosen to sponsor our quarterly reports to the Alberta broker community," comments Joel Baker, President and CEO of MSA Research Inc. *"This provides IBAA member brokers access to the same reports and data enjoyed by hundreds of insurance company executives, regulators, risk managers, and many other industry professionals across the country."*

"Thanks to Peace Hills Insurance for their generous sponsorship of the MSA/Baron Outlook quarterly reports for IBAA members," comments Ginny Bannerman, CEO, Insurance Brokers Association of Alberta. *I know that our members will benefit from the valuable information contained in these reports. We very much appreciate Peace Hills' commitment to the broker distribution channel and their ongoing support of IBAA members."*

About MSA/Baron Outlook Report

The quarterly MSA/Baron Outlook Reports cover financial issues affecting the Canadian P&C industry. Each issue contains insightful, thought provoking research pieces covering various aspects of the industry. In addition to the articles, each issue contains updated summary financial results for Canada's insurers.

The MSA/Baron Outlook Report is produced and authored jointly by MSA Research Inc., Canada's leading provider of insurance analytics and Baron Insurance Services Inc., a well respected actuarial and consulting firm. Together, we provide concise, independent, accurate and timely information that is relevant to industry professionals.

For more information please visit www.msaresearch.com or call 416 368-0777.

About Peace Hills Insurance

Peace Hills Insurance is a Canadian insurance company established in 1982 and owned by the Samson Cree Nation. Gross written premiums exceed \$140,000,000. Our employee family has grown to over 150 staff working in our Edmonton, Calgary, Vancouver and Brandon locations. Our sole method of distribution remains the independent broker system and we thank them for their continued loyalty and support. We are represented by 161 brokers with 340 locations throughout western Canada.

About Insurance Brokers Association of Alberta

The Insurance Brokers Association of Alberta is a volunteer association, representing the interests of brokerages and consumers since 1921. The IBAA has 345 corporate brokerage members, with 582 offices located in 167 communities across Alberta. More than 4,860 people work in these brokerages. The IBAA's mandate is to preserve and strengthen insurance brokerages and brokers. It does so by representing broker interests to government and the insurance industry; by providing quality educational courses, seminars and programs; and offering its members a range of corporate and business benefits.