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FOR IMMEDIATE RELEASE

Gore Mutual Sponsors MSA/Baron Outlook Report For Brokers

Gore Mutual Insurance Company announced today that they have sponsored the Q4 2007 MSA/Baron Outlook Report for nearly 700 British Columbia brokerages in about 140 locations across the province. The report was distributed this week to members of the Insurance Brokers Association of British Columbia (IBABC).

"Gore Mutual believes that Canadians will always be best served by independent brokers," says Kevin McNeil, President and CEO of Gore Mutual. "Our mission is to provide brokers with tools that help them succeed. We are pleased to work with MSA Research Inc., Baron Insurance Services, and IBABC to get this valuable industry data into brokers' hands."

"We are extremely pleased that Gore Mutual has graciously elected to sponsor our quarterly reports to the B.C. broker community," comments Joel Baker, President and CEO of MSA Research Inc. "This provides IBABC member brokers access to the same reports and data enjoyed by hundreds of insurance company executives, regulators, risk managers, and many other industry professionals."

IBABC Executive Director/COO Chuck Byrne says, "Gore Mutual is ensuring all brokers have access to high-calibre market intelligence by sponsoring the distribution of the Q4 2007 MSA/Baron Outlook Report. This benefits everyone – most importantly, B.C.'s insurance consumers." Byrne went on to say, "We appreciate Gore Mutual's commitment to the broker distribution channel and its support of IBABC members."

For More Information:

About Gore Mutual:

Gore Mutual has proudly served Canadians since 1839. The company provides both personal and commercial insurance through their offices in Cambridge, Ontario and Vancouver, British Columbia. For more information please visit www.goremutual.ca or contact:

Melissa Willis
Marketing & Communication Specialist
Gore Mutual Insurance Company
Cambridge, Ontario
1-800-265-8600
mwillis@goremutual.ca

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 IBABC:

The Insurance Brokers Association of B.C. serves as the voice of the general insurance brokerage industry and promotes its members as the premier distributors of insurance products and services in British Columbia. IBABC is the primary provider of pre-licensing and continuing professional education for the general insurance brokers in B.C. IBABC represents the interests of the public and its member brokers to government and to industry stakeholders.

For more information please visit www.ibabc.org or call 604-606-8000.