



January 28, 2008

**FOR IMMEDIATE RELEASE**

**Gore Mutual Sponsors MSA/Baron Outlook Report For Brokers**

Gore Mutual Insurance Company announced today that they have sponsored the Q3 2007 MSA/Baron Outlook Report for over 700 Ontario brokerages in more than 1160 locations across the Province. The report will be distributed this week to Insurance Brokers Association of Ontario (IBAO) members.

“As a company committed to the broker channel, it is Gore Mutual’s mission to provide brokers with tools that help them succeed,” says Kevin McNeil, President and CEO of Gore Mutual. “We are pleased to work with MSA Research Inc., Baron Insurance Services, and IBAO to get this valuable industry data into brokers’ hands.”

“The quarterly MSA/Baron Outlook Reports have been widely read by Canadian insurance company executives, regulators, reinsurers and large commercial brokers since 2004,” comments Joel Baker, President and CEO of MSA Research Inc. “We are delighted that Gore Mutual is now making these same reports available to benefit IBAO’s membership.”

IBAO Chief Executive Officer, Randy Carroll says, “I am sure that our members will gain valuable insight from the information that is being provided in these quarterly reports.” Carroll went on to say, “it is clear that Gore Mutual is committed to our channel and this is just another way they are supporting our Member Brokers.”

Gore Mutual will also be providing IBAO members with year end statistics that will be captured in the Q4 2007 issue of MSA/Baron Outlook Report. This report will be distributed late April 2008.

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](http://www.goremutual.ca) or contact:

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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](http://www.msaresearch.com) or call 416 368-0777.

About IBAO:

The Insurance Brokers Association of Ontario is a volunteer association representing over 10,000 independent property and casualty insurance brokers throughout Ontario. The association actively liaises with government and the insurance industry on behalf of its members and the insuring public. IBAO is the preeminent supplier of education to independent property / casualty insurance brokers throughout the Province of Ontario.

For more information please visit [www.ibao.on.ca](http://www.ibao.on.ca) or call 1-800-268-8845.