



## Pembridge Insurance Company

PRESS RELEASE

FOR IMMEDIATE RELEASE

### **Centre for Study of Insurance Operations (CSIO) announces Pembridge Insurance Company as a new Member Company.**

Toronto, September 7th, 2000 - CSIO today announced that Pembridge Insurance Company has become its newest company member. CSIO's membership is now made up of 40 companies representing over 80% of all broker driven P&C premium and all Canadian brokers represented through the Insurance Brokers Association of Canada (IBAC). CSIO members have both national and global status and are dedicated to improving the competitive position of the independent broker distribution channel.

Pembridge Insurance, with offices across Canada sells 100% of the Pembridge and Pafco insurance products & services through the independent broker distribution channel. Mr. Ted Carter, Vice President of Information Technology, said that "the popularity of the Internet and the emergence of XML significantly increase the potential to exchange transactions electronically. We believe that CSIO is in the best position to assume a leadership role in improving this exchange."

Klaas Westera, President of CSIO stated that "CSIO is very pleased to have Pembridge, a strong supporter of the independent broker distribution channel, become part of our team. Pembridge will be working with CSIO to enhance the effectiveness of the channel through new and innovative Internet based technologies".

**The Centre for Study of Insurance Operations (CSIO)** is a national organization, supported and funded by committed broker insurance companies and the brokerage community. Its mission is to assume a leadership role in facilitating the continuous improvement in efficiency and effectiveness of the delivery of insurance and complementary products and services to the client. CSIO is the organization responsible for the development and maintenance of the property and casualty insurance industry EDI standards in Canada.

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