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## SIAA'S CANADIAN PARTNER ADDS NEW MASTER AGENCY

**PORTSMOUTH, NH, 2/23/04** – SIAA and SIAA Canada (Strategic Independent Agents Alliance), the largest network of partnering independent insurance agencies in North America, announces that **Cambrian Insurance Brokers** of Sudbury, Ontario has established **Northern Brokers Alliance** as a Master Agency covering north and northwest Ontario.

Jim Smith is the President of Cambrian Insurance Brokers and had this to say: "The timing of this partnership could not have been better. My research proved that this is the best model for growth and profit...for the independent insurance agency. I am even more pleased with the reaction of our markets."

Randall McDonald, Chairman of SIAA Canada, says: "We could not have selected a better broker to represent the network in northern Ontario. Cambrian Insurance has a long history of professionalism and strong market relationships, and our partner companies were delighted that Cambrian Insurance is joining the network."

SIAA Chairman Jim Masiello says: "We congratulate SIAA Canada on adding such a quality Strategic Master Broker. SIAA views the Canadian market as one that is more than ready for our concept, as evidenced by the joining of Cambrian Insurance. We continue to add very strong Master Brokerages in Canada as well as quality Master Agencies in the U.S. 2004 is shaping up as a great year, as evidenced by another milestone of reaching 1,400 Independent Member Agencies and Independent Member Brokerages, and \$3.1 billion in written premium."

### SIAA Facts:

- 196 Strategic Master Agency territories in 48 states and Canada
- Comprised of over 1,400 Independent Insurance Agencies.
- SIAA Member Agencies write over \$3.1 billion in premium volume and have access to more than 2.5 million insurance customers.

For more information about SIAA, please visit our web site at [www.siaa.net](http://www.siaa.net)