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SIAA CANADA ANNOUNCES NEW MASTER BROKER

London, ONT, 06/18/04 – SIAA Canada (Strategic Independent Agents Alliance Canada), the largest network of partnering independent insurance brokerages in the U.S. and Canada, announces that **Rhodes & Williams Limited** of Ottawa, Ontario has joined SIAA Canada and has established **Brokers Helping Brokers Alliance, Limited**, operating as **BHB Alliance**, a Strategic Master Brokerage covering Eastern Ontario.

Randall McDonald, Chairman/CEO of SIAA Canada, says: *"We are very pleased with Rhodes & Williams decision to join SIAA Canada. They will provide a strong base in Eastern Ontario for smaller brokers and agents looking to expand their business".*

Cory Young, President of BHB Alliance, comments, *"Our challenge is to help aggressive, small to midsize brokers attain their goals by providing them with market access, support and stability. BHB Alliance, in partnership with Rhodes & Williams Limited and SIAA Canada, will allow quality brokers to meet this objective and allow them to continue contributing to their community by operating profitable, local businesses. Anything that we can do to strengthen the broker distribution channel also strengthens the communities in which we live."*

For additional information on SIAA Canada, contact **Ken Rayner @ 416-806-7880**.
For additional information on BHB Alliance, contact **Ken Miller @ 613-226-6590**.

SIAA & SIAA Canada Facts:

- Over 200 Strategic Master Agency/Brokerage territories in 48 states and Canada
- Comprised of over 1,450 Independent Insurance Agencies and Brokerages
- SIAA and SIAA Canada Member Agencies & Brokerages write over \$3.1 billion in premium volume and have access to more than 2.5 million insurance customers.

For more information about SIAA and SIAA Canada, please visit our web site at www.siaa.net