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SIAA ANNOUNCES NEW CANADIAN ALLIANCE

PORTSMOUTH, NH, 12/1/03 – SIAA (Strategic Independent Agents Alliance), the largest network of partnering independent insurance agencies in the U.S., announces that **Omni Insurance Brokers** of London, Ontario has assumed control of SIAA Canada and has established **Southwest Brokers Network** as a Strategic Master Brokerage covering southwest Ontario.

Randall McDonald, Chairman of SIAA Canada, says: "This will be a great innovation for all brokers and companies. This will allow select brokers access to more markets and give all brokers involved greater access to the US market."

Ken Rayner will be the Regional President for all Canadian Provinces and is responsible for recruiting brokerages, while Steve Cox, President of SIAA Canada, will be responsible for program development.

SIAA Chairman Jim Masiello says: "We welcome Randall, Steve and Omni Insurance Brokers to our international network. SIAA views the Canadian market as one that is more than ready for our concept. We feel that Omni has the resources and commitment to create strong networks throughout the Canadian Provinces. Ken Rayner has all the necessary experience and knowledge of the SIAA system to ensure success."

For additional information on SIAA Canada, contact **Ken Rayner @ 416-806-7880**.

SIAA Facts:

- 196 Strategic Master Agency territories in 48 states and Canada
- Comprised of over 1,300 Independent Insurance Agencies.
- SIAA Member Agencies write over \$2.7 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