



Insurance Institute

NEWS RELEASE

For Immediate Release

Insurance Institute to launch new FCIP Program in 2010 *Program evolving to meet needs of stakeholders and members into the future*

(Toronto, ON – November 4, 2009) – The Insurance Institute, the industry's premier source for professional development, is proud to announce that a new, enhanced FCIP Program will launch in September 2010. The new FCIP Program will be an executive development program tailored to the needs of the insurance industry, to be seen as a requirement for leadership positions within the industry.

More than two years ago, the Insurance Institute began a review of the FCIP Program, which included gathering input from its stakeholders and customers. POLLARA, a well-respected market research firm, was commissioned to conduct this essential research and found that there was an opportunity to re-establish the prestige of the designation and create a program that would be highly valued by employers as well as employees seeking leadership positions in the p&c industry.

Since then, an industry CEO advisory panel, academics from leading Canadian business schools and industry subject-matter experts from the international community have been hard at work developing an intensified curriculum. The new FCIP Program will provide the strategic preparation needed to be a leader in the industry. The custom-designed courses cover strategy, leadership, financial management, enterprise risk management, emerging issues and a work-based capstone practicum, all from a p&c insurance perspective.

"The FCIP designation will be unique and valued as a national standard appropriate for the insurance industry's most advanced qualification," said Peter Hohman, president and CEO, Insurance Institute. "When someone has achieved the FCIP designation via this new program, they have received a comprehensive understanding of strategic leadership and advanced management principles that are an important part of every aspiring and accomplished senior executive's responsibilities."

For further details on the new FCIP Program including course descriptions, entrance requirements and registration information, visit www.insuranceinstitute.ca/newFCIP.

About POLLARA: For almost a quarter century, POLLARA has provided strategic advice to corporations, governments, associations and other organizations based on strong, accurate measurement of opinions, attitudes and perceptions. POLLARA has been serving Canada's p&c insurance industry for more than 20 years, through custom research conducted for the industry's associations and insurance companies as well as its syndicated market research study of insurance consumers. The company's long history with the insurance industry has allowed it to develop keen insights into the wants and needs of the public, policyholders and industry employees based on leading-edge qualitative and quantitative research methodologies. Further information about POLLARA can be found at www.pollara.com or by emailing info@pollara.com.

About the Insurance Institute: The Insurance Institute, with its 36,000 members, is the educational arm of the property and casualty insurance industry in Canada. It is the industry's premier source for professional development. Its mandate is to help people employed in the property and casualty insurance industry stay current with an evolving world and to stay connected with their employer's business and the needs of their clients. The Insurance Institute offers distance learning and in-class programs and is known for its internationally recognized Chartered Insurance Professional (CIP) and Fellow Chartered Insurance Professional (FCIP) designation programs.

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