

THE INSURANCE BROKERS ASSOCIATION OF ONTARIO AND CLEARRISK INC. FORM STRATEGIC PARTNERSHIP

The Insurance Brokers Association of Ontario and leading provider of online Risk Management Solutions, ClearRisk Inc, join forces to bring online Risk Management Solutions to Independent Brokers in Ontario

June 1, 2011 - St. John's, Newfoundland - [ClearRisk Inc.](#), a Newfoundland based provider of online [Risk Management Solutions](#), and the Insurance Brokers Association of Ontario (IBAO) today announced they have formed a strategic partnership aimed at bringing formalized risk management planning to IBAO members.

Under the terms of this partnership, IBAO members are extended preferred pricing options for ClearRisk's flagship product, [ClearRisk Manager](#). The ClearRisk Manager application includes functionality that allows insurance brokers to easily package and deliver Risk Management Solutions to their clients, helping them attract and retain business. Using tools, best practices, risk maps, and formalized risk management plans, ClearRisk Manager better equips brokers to give advice and help make their clients 'best-in-class-risks', leading to better terms in the insurance market.

Clients are increasingly looking to their brokers for advice on how to help manage risk. In fact, many insured would go as far to say that their Insurance Broker acts as their Risk Manager.

"Many brokerages struggle with how to effectively provide these services to their clients," said ClearRisk CEO, Craig Rowe. "That's why we built ClearRisk Manager. We wanted Insurance brokers to have an affordable way to provide their clients with risk management plans, risk maps and risk management resources – even if they have little to no risk management training."

With the introduction of preferred pricing options to IBAO members, ClearRisk is looking to help more than 10,000 independent brokerages throughout the province of Ontario create competitive advantage, strengthen relationships, attract and retain new business, and ultimately deliver risk management planning to their clients.

"We are very excited to include ClearRisk Manager as part of IBAO's affinity partnerships and member benefit program" said IBAO CEO, Randy Carroll. "ClearRisk Manager provides brokers with a great opportunity to strengthen client interactions through risk management and we are pleased to introduce the application to our members."

About ClearRisk Inc

ClearRisk Inc. is the leading provider of online Risk Management Solutions. Based in St. John's, Newfoundland, ClearRisk has representatives and partners throughout Canada, the United States and Europe (UK). ClearRisk's solutions are built for insurance brokers, medium-sized organizations, and professional risk managers that are looking for an easy and affordable way to manage risk.

About IBAO

The Insurance Brokers Association of Ontario (IBAO) is a 'not for profit' association that represents and serves the interests of over 11,400 independent Property & Casualty Insurance Brokers in the Province of Ontario. For information about IBAO, visit www.ibao.org or www.ibao.org/blog to receive timely news and information updates. You can also follow IBAO on Twitter or join the IBAO Facebook Fan Page.