

**LANOUE INSURANCE BROKERS LTD. JOINS BROKERLINK**

BELLE RIVER, ON., February 3, 2017 – Lanoue Insurance Brokers Ltd. announced today it will join BrokerLink, one of the largest Canadian property and casualty insurance brokerages. Serving the Windsor/Essex area, the firm specializes in personal, commercial, farm and marine insurance. Terms of the transaction, finalized on February 2, 2017, were not disclosed.

“For over 65 years, Lanoue employees have served our community and clients by providing excellent service,” said Gil Lanoue, president. “We know BrokerLink shares the same values of serving the community and acting as trusted advisors, which made the decision to join the best choice for our clients and staff.”

BrokerLink’s presence in Ontario is growing. Earlier this year, BrokerLink acquired O’Neill Insurance Inc. (based in Chatham, Ontario), a family-run business established in 1910. Through the addition of the Lanoue and O’Neill brokerages, BrokerLink has over 60 offices in the province.

“Welcoming Lanoue into BrokerLink highlights not only our growth in Ontario, but also how we have increased the number of clients and communities we serve,” said Paul Meyer, head of acquisitions for BrokerLink. “As a BrokerLink company, Lanoue clients will continue to receive the same level of service and support from their brokers.”

**About Lanoue Insurance Brokers Ltd.**

Founded in 1945 by Gil Lanoue Sr., this family-based firm has grown to include full service personal, farm and commercial lines. The company has been community focused for well over 65 years. Lanoue Insurance Brokers Ltd. is concentrated on growing a client base through excellent personalized service and advice from experienced and highly qualified bilingual staff.

**About BrokerLink**

Established in 1991, the BrokerLink companies, which include Canada Brokerlink Inc., Canada Brokerlink (Ontario) Inc. and Macdonald Chisholm Trask Insurance, together constitute one of the largest Canadian property and casualty insurance brokerage operations with over 115 offices supported by more than 1,400 employees across Ontario, Alberta and Atlantic Canada. The BrokerLink companies are subsidiaries of Intact Financial Corporation (TSX: IFC).

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