

**INVESTMENT IN TECHNOLOGY WHY ONTARIO BROKERAGE JOINS BROKERLINK**

TORONTO, November 12, 2018 – Towerhill Insurance Brokers Inc. (“Towerhill”) has sold its book of business to BrokerLink. BrokerLink’s investment in technology to stay competitive and meet customer expectations was a key reason for the sale.

“Our personal and commercial insurance customers want quick-and-convenient service; technology is a huge part of this. Without the right technology, it’s difficult to stay ahead of the curve,” explained Towerhill President, George Longo. “BrokerLink currently, and continues to invest in customer-focused technology. Our clients will get service which keeps market trends, and their needs, at the forefront.”

Investing in technology is part of being adaptable, according to BrokerLink President, Joe D’Annunzio.

“From their broker texting them to instant-messenger options, how customers want to engage with their insurance provider is evolving,” said D’Annunzio. “By investing in technology, we can quickly adapt to, and understand customer expectations and needs. We look forward to continuing our efforts in this area and also, serving Towerhill customers.”

The Towerhill sister company, Towerhill Insurance Underwriters Inc. (operating as Excess Underwriting), was not included as part of the transaction.

**About BrokerLink**

Established in 1991, the BrokerLink companies, which include Canada BrokerLink Inc., Canada BrokerLink (Ontario) Inc. and Macdonald Chisholm Incorporated, together constitute one of the largest Canadian property and casualty insurance brokerage operations with over 135 offices supported by more than 1,800 employees across Ontario, Alberta and Atlantic Canada. The BrokerLink companies are subsidiaries of Intact Financial Corporation (TSX: IFC).

**About Towerhill Insurance Brokers Inc.**

Established in 2013, Towerhill Insurance Brokers Inc. provides personal and commercial insurance expertise to customers. The company specializes in commercial insurance and is a Lloyd’s Coverholder.

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For media inquiries please contact:

Paul Meyer

Head of Acquisitions, BrokerLink

416-996-5646

[pmeyer@brokerlink.ca](mailto:pmeyer@brokerlink.ca)