

FOR IMMEDIATE RELEASE



ROGERS
INSURANCE LTD.

ROGERS INSURANCE LTD. ACQUIRES CCV INSURANCE & FINANCIAL SERVICES INC.

November 10, 2015 – Calgary, AB/Brampton, Ontario – Rogers Insurance Ltd. is pleased to announce, under the previously formed Inowest Insurance Brokers Inc. group of companies, the acquisition of a controlling interest of CCV Insurance & Financial Services Inc.

The acquisition represents the strategic expansion of Rogers into the Ontario marketplace, leveraging on CCV's business locations in Brampton, Georgetown and Huntsville, Ontario. Brian Evans will become President and remain a significant shareholder of CCV, and Robert Lewis will remain a shareholder and assume the role of Director, Insurance Distribution.

According to Bruce Rabik, COO of Rogers Insurance, "This first foray into the Ontario marketplace is part of the plan to scale up the Rogers' operations in both size and geography, in order to take advantage of our competitive edge as the nation's most award-winning, top employer brokerage, and to extend our proprietary technology through our partner firm, Sharp Insurance. Rogers has developed a unique strategic initiative to give potential brokerage owners the opportunity to sell to an independent Canadian brokerage."

"We are extremely proud of our employees and the business we have built. This opportunity gives us the ability to aggressively expand our business model and integrate many of the Rogers world-class business philosophies, employee engagement strategies, and industry leading digital technologies. We truly believe the introduction of an employee-ownership model for CCV employees will be instrumental in our future growth and success", said Brian Evans, President of CCV. A second generation full-service insurance and financial services brokerage, CCV serves more than 10,000 personal and commercial clients throughout Ontario.

Rogers Insurance is employee-owned and Canada's most award-winning brokerage: named one of Alberta's top 70 employers and one of Canada's top 50 small & medium employers for 2015. The Rogers Insurance group of companies employs some 400 people and writes just under \$300 million worth of premiums. As part of the Canadian Broker Network, an alignment of the nation's top independent brokerages, Rogers is part of Canada's 4th largest insurance intermediary organization, which writes over \$1 billion in premiums.

FOR MORE INFORMATION CONTACT:

Lee Rogers
President
Rogers Insurance Ltd.
403.296.2471
lrogers@rogersinsurance.ca

Bruce Rabik
Chief Operating Officer
Rogers Insurance Ltd.
403.296.2484
brabik@rogersinsurance.ca