



PRESS RELEASE – FOR IMMEDIATE RELEASE

Gore Mutual receives Model Insurer award for uBiz ecommerce platform

Cambridge, ON (April 14, 2016) – Gore Mutual Insurance Company has been recognized by Celent as a Model Insurer for its work in developing uBiz—the first fully ecommerce commercial insurance platform in Canada. Gore Mutual received the Digital and Omnichannel Technologies Award on April 13, 2016 at Celent’s 2016 Innovation and Insight Day in New York.

Celent’s annual awards program selects “Model Insurers” and recognizes them for their achievements in the strategic development, degree of innovation, and business and customer impact of insurance technology.

“We are honoured to receive this award, which recognizes uBiz as a truly innovative digital insurance solution,” said Sean Christie, Chief Information Officer and Vice President of Information Services at Gore Mutual Insurance. “By partnering with a number of insurance brokers and technology companies, we have been able to provide a commercial insurance shopping platform for small business owners. Entrepreneurs are often home-based, online and looking for quick, efficient ways of fulfilling their business needs. That’s where uBiz excels.”

Along with several insurance broker partners, Gore Mutual teamed up with technology companies HP Exstream, Infusion and Accenture to create uBiz. The platform plugs directly into broker websites, replicating their design palette to provide their small business customers with a seamless experience, which ultimately strengthens a broker’s offerings to its customers.

“Gore Mutual is proud to be a strong supporter of insurance brokers. The significant investments we’re making in digital, like uBiz, will all be aligned to empowering brokers to thrive in the digital world.” said Paul Jackson, Vice President of Sales, Marketing and Distribution at Gore Mutual.

uBiz is available nationally (except Quebec) through eight progressive brokers: Easy Insure, Insurance Hero, isure, Mitchell & Whale, My Insurance Broker, Shaw Sabey, Surex Direct and Think!Insure. Small business customers can find uBiz products at their websites or at www.u-biz.com.

About Gore Mutual Insurance Company

Founded in 1839, Gore Mutual is Canada’s oldest property and casualty insurer, with approximately \$400M in premiums and \$1BN in assets as at December 31, 2015. Based in Cambridge, Ontario and Vancouver, British Columbia, this Canadian-owned and operated mutual company employs over 300 people and is known for its investment in people, technology and innovation. With a long standing commitment to genuine personal service, and with digital solutions such as **uBiz** and **BrokerLift**, Gore Mutual is an unwavering supporter of its network of insurance brokers, who offer the highest standards of service, choice and advocacy to Canadian customers. Gore Mutual was voted the #1 insurance company by the Insurance Brokers Association of Ontario (IBAO) in 2014 and certified as a “Great Place to Work” in 2016. The Gore Mutual Foundation strengthens Canadian communities by supporting local initiatives and has donated more than \$5M to over 550 charities. **Learn more about Gore Mutual at goremutual.ca.**