

The Edge Benefits Announces a National Distribution Alliance

Newmarket, ON, Jan 18, 2017 – Neil Paton, president and chief executive officer of **The Edge Benefits** is pleased to announce an exclusive national distribution alliance with five leading national managing general agencies. The five agencies include **Customplan Financial Advisors Inc., Financial Horizons, Hub Financial, IDC Worldsource, and PPI Solutions.**

The Edge Benefits is very excited about this new distribution partnership as it significantly expands their distribution reach to over **75,000** advisors, and they anticipate working closely with these new advisors to help them comfortably engage in lifestyle protection conversations with their clients. This is particularly important with the growing number of contract workers, small business owners and self-employed individuals who are generally not eligible for a traditional employee benefits plan.

As **Canada's Lifestyle Protection Company**, The Edge Benefits is extremely well positioned to make this happen by providing consumers with:

- A comprehensive suite of **Best in Class** products and services from **leading Canadian insurers**;
- Outstanding, bilingual living benefits education and field support, from coast to coast;
- World-class claims concierge and customer service capabilities; and
- An electronic enrollment capability that is currently the envy of the industry.

About The EDGE

The EDGE is a proud member of The Co-operators Group Limited offering a simplified approach to complex living benefit solutions to the Canadian consumer, which has been revolutionary in the insurance industry. They provide the self-employed and small business owner with insurance solutions specifically designed to meet their needs. Located in Newmarket, Ontario, they currently have 80 employees, over 45,000 policyholders, and have paid out over \$100 million in benefit claims in the last 10 years. Approximately 14,000 licensed insurance advisors across Canada currently select the EDGE products when offering Living Benefit Solutions to meet their clients' needs. For more information, visit edgebenefits.com.

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