

**Press Release: Surex Direct Serves Notice With Three National Award Nominations**

Magrath, AB – Surex Direct will once again be in attendance at the Insurance Business Awards as a finalist for a trio of awards: Best Brokerage Over 10 People, Insurance Industry Employer of Choice and The KEAL Technology Award for Digital Innovation.

The second annual Insurance Business Awards, which recognizes and honours achievements and contributions in the insurance industry, will take place at the Liberty Grand in Toronto, Ontario on November 30<sup>th</sup>, 2017.

“We’re honoured to be a finalist for these three awards,” Matthew Alston, COO of Surex Direct, said. “They all go hand-in-hand; the calibre of colleagues we have, and the emphasis we place on developing new technology, are at the core of what makes our brokerage one of the best – if not the best – brokerage in Canada.”

Since inception in 2012, Surex Direct has grown to boast a book of business of over \$45 million in annual insurance premiums. Having entered Canada’s largest market, Ontario, earlier in the year, Surex Direct now offers insurance in six provinces and two territories.

“We’re proud to be recognized with these nominations but let’s not forget who benefits the most from our tremendous employees and our industry-leading technology,” Lance Miller, CEO of Surex Direct, said. “The customer is always #1 for us. As a 100% Canadian company, our goal has always been to provide Canadians with the best customer proposition, rates and service in the country.”

Surex Direct’s customer proposition allows customers to get up to 10 online auto, home or condo/tenant quotes in 5-10 minutes. The 100% transparent pricing model allows customers to see which companies are offering what price for their business. From there, the customer’s personal broker will contact them to verify their quote and make sure they’re getting all the discounts available to them. Customers then sign for their documents online, through e-signature, and will have instant access to proof of insurance.

Along with the above nominations, Surex Direct placed 5<sup>th</sup> on the 2017 Top 10 Brokerages in Canada list, by Insurance Business, earlier in the year. In 2016, Surex Direct placed 30<sup>th</sup> on the Startup 50 Canada list, by Canadian Business & PROFIT.

**About the Insurance Business Awards**

The Insurance Business Awards celebrates the best and brightest in the industry. The Insurance Business Awards are the gold standard of excellence in the insurance industry in Canada.

This year’s event will be hosted by Jessi Cruickshank, the host of CBC’s Canada’s Smartest Person. Proclaimed “the funniest woman on TV today, period”, by The Province, Jessi broke into comedy in an improv group alongside Seth Rogen.

The Insurance Business Awards commence at 630pm on November 30<sup>th</sup>, 2017 at the Liberty Grand in Toronto, Ontario with a cocktail reception. The awards ceremony follows at 730pm.