

The Montreal Alouettes and belairdirect team up

MONTREAL, June 20, 2014 /CNW/ - The Montreal Alouettes and **belairdirect** are pleased to announce a sponsorship agreement. This agreement, which comes into effect at the start of the 2014 Canadian Football League season, will make **belairdirect** the team's exclusive official insurer for the next four years.

"Entering this sponsorship with a beloved and admired team is a new way to get closer to our customers," said Robin Monnière, Director, Marketing and Communications.

"We are delighted that **belairdirect** is joining the Alouettes family," said Jean Couvrette, Vice President, Corporate Partnerships for the Alouettes. "Everyone wins; **belairdirect** and the Alouettes, of course, but also the fans who will benefit from the events and contests that will be held at the stadium and on social media networks."

As part of the agreement, the **belairdirect** logo will appear on the official player's jerseys. **belairdirect** is very proud to have its brand associated with the Montreal Alouettes and the company will benefit from increased visibility, stadium activities and an ongoing social media presence. **belairdirect** also has some game-day surprises in store for the fans!

"We believe that this new sponsorship will contribute to the success of our marketing strategies and the promotion of our brand. It will help us reach our target audience, build goodwill and raise our brand profile. It is a promising collaboration that meets all of our goals," said Mr. Monnière.

About belairdirect

Founded in Quebec in 1955, **belairdirect** is an insurance company that provides car and home insurance products directly to consumers. It currently employs more than 1,400 people in Quebec and Ontario. The company offers a simple but complete solution, allowing customers to communicate with a certified agent by phone, online, or face-to face through its network of branches. **belairdirect** was the first property and casualty insurer to sell insurance products online in North America (www.belairdirect.com), attesting to the company's innovative character. **belairdirect** is a subsidiary of Intact Financial Corporation (TSX : IFC), the largest provider of property and casualty insurance in Canada.

SOURCE Belairdirect

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