

**FOR IMMEDIATE RELEASE**  
**September 22, 2008**

## **Shumka Group unveils new names and brand identities**

TORONTO, ON: At the CRIMS insurance industry conference today, The Shumka Group unveiled new corporate identities for itself and its three operating companies, SCM Adjusters Canada Ltd., Forensic Investigations Canada (FIC), and Risk Management Services (RMS), to reflect its position as Canada's leading provider of insurance claims management services.

Two new company names were also announced: the parent company, previously known as The Shumka Group, will now be known as SCM Insurance Services (SCM), while the operating company, SCM Adjusters Canada Ltd., will become ClaimsPro (IndemniPro in Quebec). The names of the other two operating entities, FIC and RMS, remain unchanged.

The name, branding, and logo changes were prompted by the parent company's acquisition of CGI's Claims and Risk Management divisions on August 1, 2008. "Recent events have provided us with a unique opportunity to review our operations and refresh the branding for all our companies with a more unified look and feel," says Larry Shumka, President and CEO of the newly-renamed parent company SCM.

The changes are also meant to address any confusion in the market about the distinction between the parent company and its operating divisions, while continuing to leverage the strong brand equity of the SCM name in the Canadian market. "We wanted to preserve our company's distinctive history and culture we have all worked so hard to build over the past 22 years of doing business across Canada," states Shumka.

The new brand identities and logos work at a number of visually symbolic levels and are designed to reinforce the positioning of the SCM group of companies in the market. When viewed together, the suite of logos creates an easily identifiable family of brands. Explaining the rationale behind the new ClaimsPro name, Shumka says: "We wanted to communicate that the acquisition was truly a case of bringing together similarly-sized components of two national companies to create a cohesive and unified new entity."

**About SCM:** SCM is Canada's largest independent, privately-owned supplier of insurance services. Established 22 years ago with a single branch in Edmonton, Alberta, SCM today has grown to become a national company with 118 offices and more than 1394 employees from coast-to-coast, including corporate office staff (114). SCM is currently comprised of three operating entities: ClaimsPro, an integrated insurance services company with 96 offices and 974 employees; Forensic Investigations Canada, an insurance-related investigation company with 13 offices and 94 employees and Risk Management Services, a commercial, residential and government risk mitigation company with 9 offices and 212 employees. Together, SCM companies deliver an uncompromising commitment to innovative technology, expert staff and solid customer service. For more information about SCM, please visit [www.scm.ca](http://www.scm.ca)

-30-

**For more information, please contact:**

Larry Shumka, FCIP; President and CEO; [lshumka@scm.ca](mailto:lshumka@scm.ca) 780-930-5132



#112, 17415 - 102 Avenue NW  
Edmonton, AB  
T5S 1J8

T: 780.484.0364  
Toll Free: 1.800.565.3128  
F: 780.489.8841

An Insurance  
Services Company  
[www.scm.ca](http://www.scm.ca)