



AFN Insurance Brokers Inc. Joins Forces With CINUP/Rice Financial Group Inc.

WINNIPEG, September 11, 2006 – Two industry leaders dedicated to serving the distinct needs of Canada's First Nations have come together to offer a convenient one-stop insurance solution. AFN Insurance Brokers Inc. is a broker exclusively serving First Nations and their public entity insurance needs. CINUP, administered exclusively by Rice Financial Group Inc., creates and administers employee benefit and pension plans, also exclusively for First Nations.

Both entities concentrate only on the needs of First Nations – allowing them to be more focused than other companies on the unique needs and regulations. In addition, the products and services available from both AFN Insurance and CINUP are only distributed through reputable brokers ensuring the best professional insurance advice and counseling available.

“We have been looking for a way to bring more value to our First Nations clients. Being able to offer reputable, proven public entity insurance to our employee benefits clients will do just that,” said Fred Wing, Executive Vice President, Rice Financial.

“Keeping the needs of First Nations as a focal point and associating with another top-notch industry leader will be a huge win for clients. Our distribution network has been asking for this option, and now they have it,” said Gil Saunders, President, AFN Insurance Brokers. “Two national companies with a shared, long-term commitment to First Nations communities – this is really exciting.”

Since 1998, AFN Insurance has been developing comprehensive insurance programs for First Nations clients. Teaming with regional independent brokers across Canada, AFN insurance products and services are close at hand.

Meeting the needs of Status and Non-Status employees for over 28 years, CINUP is an industry leader in representing First Nations people. Specifically designed to serve the unique needs of their distinct clients, the CINUP mind set is simple: offer innovative product solutions at competitive prices. By implementing this strategy, CINUP is proud to offer an umbrella plan that focuses on a “bulk buying” approach to give groups a wider range of services than those available to smaller groups. CINUP is committed to enhancing the growth and prosperity of First Nations People by providing the best group insurance and pension services in the market.

AFN Insurance and CINUP together offer the convenience of having all insurance and pension needs taken care of in one place with a focus on First Nations requirements.

About AFN Insurance Brokers Inc. – Nationally incorporated in 1998, AFN Insurance exclusively serves First Nations in Canada. AFN Insurance offers a large range of products and services including: professional insurance consulting services; risk management and analysis; disaster planning; fire protection; complete loss prevention and control services; life safety; fire protection programs; client workshops and seminars; environmental impact services; and efficient claims services. AFN Insurance carefully selects independent brokerages across Canada to distribute products and services to ensure First Nations the best professional insurance advice and counseling available.

About Rice Financial Group Inc. - Rice Financial is a community-based organization committed to helping Canadian investors of all levels achieve financial security and peace of mind at every stage of their lives by providing convenient and flexible financial solutions that respond to each client's individual needs. A vast network of branch and associate offices stretches from the BC coast to the Ontario/Quebec border, serving more than 85,000 clients and administering assets in excess of \$3.9 billion. Rice Financial is a subsidiary of Jovian Capital Corporation.

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