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**PROFESSIONAL INSURANCE MARKETING ASSOCIATION (PIMA)
RECOGNIZES 2007 MARKETING METHODS
AWARD WINNERS**

Marsh Affinity Group Services wins prestigious Best of PIMA Award

December 13, 2007 (Chicago, IL) – The Professional Insurance Marketing Association (PIMA) recently named the winners of its annual Marketing Methods Competition at the 2007 PIMA MarketTech SymposiumSM. Award recipients represent the best of the best in insurance direct marketing.

Marsh Affinity Group Services' "McDonald's Package Program Campaign" (Multiple Effort Marketing Campaign category) was awarded the prestigious Best of PIMA honor. Tony Baldus, Senior Vice President of Marketing Operations, and Melinda Wardenburg, Assistant Vice President, accepted the award. Judges noted the campaign's 98% retention rate and 16% increase in new business.

Marketing Methods entries were judged equally on three elements: marketing strategy; creative strategy; and results. Gold Award winners vying for Best of PIMA included Pearl Insurance, Aon Affinity, The Pinnacle Benefits Group, AIG American General, and a second entry from Marsh Affinity. The expert panel of judges included Sharon Harman of Pearl Insurance, Jeff Roedel of AIA, a USI Affinity Company, and Shannon Warner of AIG American General.

The 2007 PIMA Marketing Methods winners:

Mail Solicitation for Guaranteed Issue Product

- SILVER – Marsh Affinity Group Services (Washington, DC)
- BRONZE – AAFP Insurance Services, Inc. (Shawnee Mission, KS)

Mail Solicitation for Underwritten Product

- SILVER – Communications Plus (New York, NY) and NEA Member Benefits (Gaithersburg, MD)
- SILVER – Aon Corporation – Affinity Insurance Services (Chicago, IL)
- BRONZE – Pearl Companies (Peoria Heights, IL)

Multiple Effort Marketing Campaign

- GOLD – Marsh Affinity Group Services (Washington, DC)
- SILVER – Prudential Financial (Chicago, IL)
- BRONZE – Marsh Affinity Group Services (Washington, DC)

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PIMA MARKETING METHODS WINNERS – 2/2

Customer Cross-Sell and Upgrade Marketing

- GOLD – Pearl Companies (Peoria Heights, IL)

Lead Generation Campaign

- BRONZE – Marsh Affinity Group Services (Washington, DC)
- HONORABLE MENTION – HealthPlan Services (Tampa, FL)

Conservation/Retention Campaign

- GOLD – Marsh Affinity Group Services (Washington, DC)

E-Commerce Web Sites

- GOLD – Aon Corporation – Affinity Insurance Services (Chicago, IL)
- SILVER – UnitedHealthCare StudentResources (St. Petersburg, FL)
- BRONZE – Aon Corporation – Affinity Insurance Services (Chicago, IL)

Self-Promotion – Agency

- GOLD – The Pinnacle Benefits Group (Winston-Salem, NC)
- SILVER – Communications Plus (New York, NY) and NEA Member Benefits (Gaithersburg, MD)
- BRONZE – Pearl Companies (Peoria Heights, IL)

Self-Promotion – Company

- GOLD – AIG American General (Schaumburg, IL)

Other Media

- BRONZE – DMW Worldwide (Wayne, PA)

Winning campaigns and display boards will be among the highlights at the 2008 Annual Meeting to be held February 7-10 at the Hilton Cancun Golf & Spa Resort in Cancun, Mexico.

Attendance is open to prospective members of PIMA. For a brochure and registration form, contact PIMA at 817-569-7462 (PIMA) or <http://www.pima-assn.org>.

About PIMA

The Professional Insurance Marketing Association (PIMA) provides *the* premier forum for leaders in the insurance direct marketing industry to craft strategic relationships, develop business opportunities and perfect their expertise. For information on meetings or membership, visit the PIMA web site at <http://www.pima-assn.org> or call 817-569-7462 (PIMA).

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Note to Editors: photos of award winners available upon request.