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**Professional Insurance Marketing Association (PIMA)
Recognizes 2009 Marketing Methods Award Winners**

Marsh Consumer takes home prestigious Best of PIMA Award

Chicago, IL – November 20, 2009 – The Professional Insurance Marketing Association (PIMA) has named the winners of its annual Marketing Methods Competition at the 2009 PIMA MarketTech SymposiumSM held in Philadelphia, PA.

Marsh Consumer's Altria Group Universal Special Enrollment was awarded Best of PIMA. Other Gold Award winners vying for Best of PIMA were Bodden Partners, Forrest T. Jones & Company, Pearl Carroll & Associates, and Pearl Insurance. The expert panel of judges consisted of Sue Fox Ruggiero of NEA Member Benefits, Eric Rozencwaig of ABIS, and Shannon Warner of American General Life Companies.

PIMA Marketing Methods awards are the most prestigious of their kind, bestowed upon those insurance direct marketing efforts that display outstanding and measurable results in addition to marketing and creative strategy.

The 2009 PIMA Marketing Methods Competition winners are:

Mail Solicitation for Guaranteed-Issue Product

- SILVER – Bodden Partners
- BRONZE – Marsh Consumer
- HONORABLE MENTIONS – Marsh Consumer and The Hartford

Mail Solicitation for Underwritten Product

- GOLD – Pearl Insurance
- SILVER – Bodden Partners
- BRONZE – Bodden Partners
- HONORABLE MENTION – Marsh Consumer

Multiple Effort Marketing Campaign

- GOLD – Marsh Consumer
- SILVER – Pearl Insurance
- BRONZE – Aon Affinity Insurance Services
- HONORABLE MENTIONS – Aon Affinity Insurance Services and Marsh Consumer

Customer Cross-Sell and Upgrade Marketing

- GOLD – Pearl Carroll & Associates

Lead Generation Campaign

- GOLD – Pearl Insurance
- SILVER – Marsh Consumer
- BRONZE – DMW Worldwide
- HONORABLE MENTION – Marsh Consumer

Conservation/Retention Campaign

- GOLD – Marsh Consumer
- SILVER – Pearl Insurance

E-Commerce Websites

- GOLD – Forrest T. Jones & Company
- SILVER – Aon Affinity Insurance Services
- BRONZE – Marsh Consumer

Self-Promotion – Agency Members

- GOLD – Forrest T. Jones & Company
- SILVER – Aon Affinity Insurance Services
- BRONZE – Aon Affinity Insurance Services
- HONORABLE MENTION – Aon Affinity Insurance Services

Self-Promotion – Company Members/Business Partners

- GOLD – Bodden Partners
- BRONZE – Transamerica Affinity Services
- HONORABLE MENTION – ING

Other Media

- BRONZE – Bodden Partners
- HONORABLE MENTION – DMW Worldwide

Winning campaigns and the Best of PIMA will be displayed at the 36th Annual Meeting to be held January 28-31, 2010 in Duck Key, Florida (Florida Keys). Attendance is open to prospective members of PIMA. For more information, contact PIMA at 817-569-7462 (PIMA) or visit <http://www.pima-assn.org>.

About PIMA

For more than 35 years the Professional Insurance Marketing Association (PIMA) has provided *the* premier forum for leaders in the insurance direct marketing industry to craft strategic relationships, develop business opportunities, and perfect their expertise. For more information, visit the PIMA web site at <http://www.pima-assn.org>.