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Professional Insurance Marketing Association (PIMA) Recognizes 2008 Marketing Methods Award Winners

USI Affinity wins prestigious Best of PIMA Award

Chicago, IL – November 18, 2008 – The Professional Insurance Marketing Association (PIMA) recently named the winners of its annual Marketing Methods Competition at the 2008 PIMA MarkeTTech SymposiumSM held in Baltimore, MD. PIMA Marketing Methods awards are the most prestigious of their kind, bestowed upon those insurance direct marketing efforts that display outstanding, measurable results, in addition to marketing and creative strategy.

USI Affinity Collegiate Insurance Resources' Alumni Term Upgrade (Customer Cross-Sell and Upgrade Marketing category) was awarded Best of PIMA. Judges noted a high level of personalization, and high print technology costs were overcome by outstanding results.

Marketing Methods entries were judged on three elements: marketing strategy, creative strategy, and results (50%). Other Gold Award winners vying for Best of PIMA were Marsh Affinity Group Services, Meridian Management Group, LLC, Pearl Companies, and The SKM Group. The expert panel of judges consisted of Sharon Harman of Pearl Insurance, Sue Fox Ruggiero of NEA Member Benefits, and Shannon Warner of AIG American General.

The 2008 PIMA Marketing Methods winners:

Mail Solicitation for Guaranteed-Issue Product

- GOLD – Marsh Affinity Group Services (Des Moines, IA)
- HONORABLE MENTION – AMA Insurance Agency, Inc. (Chicago, IL)

Mail Solicitation for Simplified-Issue Product

- GOLD – Marsh Affinity Group Services

Mail Solicitation for Underwritten Product

- SILVER – Marsh Affinity Group Services
- HONORABLE MENTION – Bodden Partners (New York, NY)

Multiple Effort Marketing Campaign

- GOLD – Pearl Insurance (Peoria Heights, IL)
- SILVER – Marsh Affinity Group Services

- BRONZE – Marsh Affinity Group Services

Customer Cross-Sell and Upgrade Marketing

- GOLD – USI Affinity Collegiate Insurance Resources (Columbus, OH)
- SILVER – Marsh Affinity Group Services

Lead Generation Campaign

- GOLD – The SKM Group (Depew, NY)
- SILVER – The SKM Group
- BRONZE – Topak Marketing, Inc. (Philadelphia, PA)
- HONORABLE MENTION – HealthPlan Services (Tampa, FL)

Conservation/Retention Campaign

- BRONZE – Marsh Affinity Group Services
- HONORABLE MENTION – USBA Alliance (Overland Park, KS)

E-Commerce Websites

- GOLD – Meridian Management Group, LLC (Oradell, NJ)
- SILVER – Pearl Insurance
- BRONZE – Marsh Affinity Group Services
- HONORABLE MENTION – DMW Worldwide, LLC (Wayne, PA)
- HONORABLE MENTION – Transamerica Affinity Services (Baltimore, MD)

Self-Promotion – Agency Members

- SILVER – Bodden Partners
- HONORABLE MENTION – USBA Alliance (Overland Park, KS)
- HONORABLE MENTION – Topak Marketing, Inc.

Self-Promotion – Company Members/Business Partners

- BRONZE – Transamerica Affinity Services
- HONORABLE MENTION – ING Association Sales (Minneapolis, MN)

Other Media

- BRONZE – DMW Worldwide, LLC
- HONORABLE MENTION – DMW Worldwide, LLC

Winning campaigns and the Best of PIMA will be among the highlights at the 2009 Annual Meeting to be held February 26 – March 1, 2009 at the Arizona Biltmore Resort & Spa in Phoenix, AZ. Attendance is open to prospective members of PIMA. For a more information, contact PIMA at 817-569-7462 (PIMA) or visit <http://www.pima-assn.org>.

About PIMA

For more than 30 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.