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For immediate release

Aon Affinity earns 12 marketing honors during 2012 awards season

HATBORO, Penn. (July 31, 2012) – [Aon Affinity](#), the consumer, association and group program business of [Aon Risk Solutions](#), the global [risk management](#) business of [Aon plc](#) (NYSE: AON), received seven marketing awards from the Philadelphia Direct Marketing Association, four awards from the Professional Insurance Marketing Association and an award from the Insurance Marketing and Communications Association.

“We are extremely pleased with the recognition Aon Affinity has received from these prestigious marketing associations,” said Sharon Cohen, senior vice president of marketing at Aon Affinity. “It is important validation for the work we do to empower results for our clients and it lets prospective customers know we have an award-winning team producing content that creates distinctive value.”

The IMCA 54th Annual Showcase Awards were held June 24-27, 2012, in Denver, Colo., and recognize outstanding marketing and communications work in the insurance industry. Aon Affinity won ‘Best in Show’ in the category of interactive electronic communications for their new self service portal for members of the American Institute of Certified Public Accountants, which achieved a 75% registration rate.

The PDMA Benjamin Franklin Awards for Direct Marketing Excellence were held on June 7, 2012, in Camden, N.J., and honor exceptional work within the Philadelphia direct marketing industry. Aon Affinity won six ‘Bennys’ for direct mail, social media, internet/interactive, multi-media, print, and an honorable mention. The NSO ‘Best Nursing Advice’ campaign, which won a ‘Benny’ in the category of social media, realized a 200% increase in conversions from Facebook visitors who linked to the NSO web site and made a purchase.

The PIMA Marketing Methods Competition Awards were held on July 19-22, 2012, in Santa Fe, N.M., and are bestowed upon insurance direct marketing efforts that display outstanding creative strategy and deliver measurable results. Aon Affinity won the gold award in the category of agency self-promotion for their Enterprise Prospecting Campaign, which brought in \$7 million in new premium. Affinity also took home a bronze award for conservation/retention and honorable mentions for e-commerce and mail solicitation.

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About Aon Affinity

[Aon Affinity](#) is a trade name for Affinity Insurance Services, Inc. Aon Affinity combines the specialized knowledge of affinity program management with the extensive resources of a global company to help clients

achieve their goals. With an innovative approach to program strategy, from the design of products and services to the delivery of the marketing message, Affinity offers full-service capabilities; technical expertise and industry knowledge to deliver value to clients. Visit <http://www.aon.com/affinity> for more information.

About Aon

[Aon](#) plc (NYSE:AON) is the leading global provider of [risk management](#), [insurance](#) and [reinsurance](#) brokerage, and [human resource solutions](#) and outsourcing services. Through its more than 61,000 colleagues worldwide, Aon unites to empower results for clients in over 120 countries via innovative and effective risk and people solutions and through industry-leading global resources and technical expertise. Aon has been named repeatedly as the world's best broker, best insurance intermediary, reinsurance intermediary, captives manager and best employee benefits consulting firm by multiple industry sources. Visit <http://www.aon.com> for more information on Aon and <http://www.aon.com/manchesterunited> to learn about Aon's global partnership and shirt sponsorship with Manchester United.

About IMCA

The Insurance Marketing and Communications Association is an international organization of insurance communications professionals specializing in marketing, communications, advertising, sales promotion, public relations and media relations. IMCA's purpose is to promote excellence in insurance marketing and communications, improve the professional skills of members, foster the sharing of ideas and experiences among members and promote a positive image of the insurance industry. For more information, visit the IMCA web site at <http://www.imcanet.com>.

About PDMA

The Philadelphia Direct Marketing Association provides a program of continuing education on all aspects of Direct Marketing to the general public and people involved with the Direct Marketing Industry. The PDMA promotes the highest professional standards for Direct Marketing, cooperates with government and industry organizations for the advancement of Direct Marketing and encourages the exchange of ideas among members, participants, and students. For more information, visit the PDMA web site at <http://the-pdma.org>.

About PIMA

Since 1975, the Professional Insurance Marketing Association has served as a premier business development forum in the affinity and sponsored insurance direct marketing community. Today's PIMA connects and empowers leaders in the affinity benefits industry to thrive in a dynamic marketplace. For more information, visit the PIMA web site at <http://www.pima-assn.org>.

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