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For immediate release

Aon Affinity's WedSafe Insurance Program Earns WeddingWire Bride's Choice Award for Unique Services

HATBORO, Penn. (March 15, 2012) – [Aon Affinity](#), the consumer, association and group program business of [Aon Risk Solutions](#), announced today its [WedSafe](#)[®] insurance program received the prestigious [WeddingWire Bride's Choice Award](#)[™] for Unique Services. WedSafe is the top wedding insurance program in the U.S and WeddingWire is the nation's leading online wedding planning resource.

"Since its launch in 1999, WedSafe has had tens of thousands of pleased customers whose wedding investments were protected by the insurance program," said Steven A. Lauro, vice president of Aon Affinity. "It is especially gratifying to be recognized by brides who took the time to provide their firsthand feedback to WeddingWire and help WedSafe earn this honor."

The Bride's Choice Awards recognize the top local wedding vendors from the WeddingWire network that demonstrate excellence in quality, service, responsiveness and professionalism within the wedding industry. Awards are given across 20 service categories, from venues to photographers, based on overall professional achievements over the past year.

The brides that rated WedSafe on WeddingWire all gave it 5 out of 5 stars. Some of the comments posted from the respondents were:

- "I luckily did not have to file a claim, but I felt 100% better about my upcoming wedding after I purchased insurance from WedSafe. I was very happy with the price I paid and what it covered."
- "Received our wedding insurance within the hour after we ordered it online. Received it via email which made it easy to save and send to vendors that required it."
- "My caterer is also an insurance professional and he looked over this for me and said that it was just what I needed and very affordable."

"WeddingWire is thrilled to honor the success of the top-rated wedding professionals within the WeddingWire Community," said WeddingWire CEO Timothy Chi. "It is with great pleasure that we congratulate Aon Affinity for their continued professionalism and commitment to enriching the wedding planning experience for engaged couples through WedSafe."

WedSafe was recognized as among the top 5 percent of wedding professionals in the WeddingWire local vendor community, comprising more than 200,000 wedding professionals throughout the United States and Canada.

To learn more about the WeddingWire Bride's Choice Awards, visit <http://www.weddingwire.com/brides-choice-awards>.

Follow WedSafe on Facebook: <http://www.facebook.com/pages/WedSafe-Wedding-Insurance/52242642197>
Follow WedSafe on Twitter: <https://twitter.com/#!/WedSafe>

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 WeddingWire, Inc.

[WeddingWire](#)TM, the nation's leading marketplace serving the \$70 billion wedding industry, is the only online wedding planning resource designed to empower both engaged couples and wedding professionals. For engaged couples, WeddingWire offers the ability to search, compare and book over 200,000 reviewed [wedding vendors](#), from wedding venues to wedding photographers. WeddingWire also offers a comprehensive suite of online [planning tools](#) for weddings, including wedding websites and wedding checklists, all at no charge. For wedding professionals, WeddingWire is the only all-in-one marketing platform for businesses online and on-the-go. WeddingWire offers one simple solution to build a professional network, improve search visibility, manage social media and reach mobile consumers. Businesses that advertise with WeddingWire appear on <http://www.weddingwire.com>, <http://www.projectwedding.com> and other leading sites, including <http://www.marthastewartweddings.com> (NYSE: MSO), <http://www.brides.com> and <http://www.weddingbee.com>.

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