

# News Release

Contact:

Investors: Kerry K. Calaiaro  
+1 212 837-0880  
Email: [kerry.calaiaro@willis.com](mailto:kerry.calaiaro@willis.com)

Media: Dan Prince  
+1 212 837-0806  
Email: [daniel.prince@willis.com](mailto:daniel.prince@willis.com)

## Willis North America Intensifies Marketing Platform

**New York, NY, February 13, 2007** – Willis Group Holdings, Ltd. (NYSE: WSH), the global insurance broker, today announced the appointment of **Tom Coughlin**, CPCU, ARM, as Director of Marketing for Willis North America (WNA) to further embed the firm's unique brokerage and placement model in its North American retail platform. In sharp contrast to other global brokers' models, at the end of 2005, Willis created a single treasury for its U.S., London, and Bermuda placement operations to ensure clients the most effective and efficient access to global capital. Coughlin, an 18-year Willis veteran who will continue to lead Willis Risk Solutions, its large account practice, will now take the firm's integrated marketing platform to the next level. In addition, **Paul G. Smith** and **Pamela Ferrandino** have been named national co-leaders of the WNA Casualty Practice.

"We are very excited about these enhancements to our marketing platform", said **Don Bailey**, CEO of Willis North America. "Marketing is a differentiator for Willis and is core to our 'glocal' philosophy of delivering global resources locally, closest to the client. We will deliver the best programs to our clients regardless of where we need to seek the capacity."

"Pam and Paul have complementary skills, combining superior placement skills and market knowledge with outstanding casualty and alternative risk finance thought leadership," observes Coughlin. "Because of our 'One Flag' retail distribution model, we can leverage their expertise throughout the organization."

The WNA Property Practice will continue to be led by **Suzanne Douglass**. "Suzanne is an acknowledged industry leader whose product knowledge and innovative ideas help all of our clients obtain best-in-class terms, conditions, and pricing," said Coughlin.

WNA Marketing in London and Bermuda will be led by **Jonny Atkinson**, currently Executive Vice President of Global Markets North America Bermuda. Coughlin noted, "Jonny's experience with the complete spectrum of standard and specialty carrier offerings in Bermuda and London uniquely qualifies him for this new role."

Willis Group Holdings Limited is a leading global insurance broker, developing and delivering professional insurance, reinsurance, risk management, financial and human resource consulting and actuarial services to corporations, public entities and institutions around the world. With over 300 offices in over 80 countries, its global team of 15,400 Associates serves clients in 190 countries. Willis is publicly traded on the New York Stock Exchange under the symbol WSH. Additional information on Willis may be found on its web site: [www.willis.com](http://www.willis.com).