

# News Release

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## Willis Commercial Network Enhances Marketing Support for its Members

**London, UK, October 28, 2008** – Willis Group Holdings (NYSE: WSH), the global insurance broker, announced today two appointments that enhance the local marketing support it provides independent brokers through the Willis Commercial Network.

The company said **Howard Robinson** has been appointed Marketing Consultant and **Sarah Walters** has been named Marketing Communications Manager for the Willis Commercial Network, a partnership of local, independent brokers in the UK with Willis. The appointments will expand the level of customised marketing support Willis provides independent broker members of the network to help them communicate their capabilities, retain clients and attract new business in a highly competitive marketplace.

The Willis Commercial Network was established in 1998. It is the only network in the UK that is run by one of the world's leading global brokers and provides members with access to all Willis' resources, facilities and specialist expertise. By partnering with Willis, but still maintaining their independence, Network members gain increased leverage with insurers for better products, client servicing and policy terms.

Robinson has more than 10 years of marketing experience in the waste management and print sectors. His unique mix of skills in setting up campaigns, creating databases, deploying mail shots and managing telemarketers will help Network members in the planning and execution phases of their own marketing strategies.

Walters joins Willis after three years with Fidelity Investments and five years as Marketing Manager of ROOM Solutions, an IT software and services supplier to commercial insurers. At ROOM Solutions, she focused on website development, creating literature suites, and managing events, research and product launches. While there, she gained experience working closely with commercial insurers and market reform agencies.

Commenting on the new appointments, **Mark Radburn**, Managing Director, Willis Networks said, "The expertise of Howard and Sarah strengthens the value-added marketing services and solutions offered to Network members. The support they provide will enable our members to take advantage of business opportunities and remain competitive in today's soft market."

Amongst a range of other services offered to Willis Commercial Network members, the support initiatives include access to Willis' cutting-edge training programmes and

“Marketing Master Classes” held in conjunction with the Warwick Business School that help members build their own strategies.

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. Willis has more than 400 offices in nearly 120 countries, with a global team of approximately 20,000 Associates serving clients in some 190 countries. Additional information on Willis may be found at [www.willis.com](http://www.willis.com).

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