



# News Release

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## FOR IMMEDIATE RELEASE

### Willis Chairman Plumeri to Deliver Opening Keynote at MarketScout's 2008 eInsurance Symposium

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**DALLAS, TEXAS – June 10, 2008** – Joseph J. Plumeri, Chairman and CEO of Willis Group Holdings will deliver a keynote presentation at MarketScout's 2008 eInsurance Symposium. Mr. Plumeri will speak on innovation and the entrepreneurial initiatives Willis is using to grow in the current soft insurance market.

Held September 15-17, 2008 in Dallas, TX, the 2008 eInsurance Symposium seeks to highlight the innovative initiatives insurance companies and brokers are using to grow market share. Eighteen insurance executives will present addresses that will focus on various aspects of entrepreneurial innovation and online initiatives taking place in the insurance industry.

"The addition of Mr. Plumeri to the 2008 eInsurance Symposium brings a dynamic, innovative, and global leader directly to our attendees. I look forward to hearing his entrepreneurial initiatives on key issues facing all of us in this soft market," said Richard Kerr, founder and CEO of MarketScout.

The Symposium will also feature informative sessions on how insurance professionals can leverage current technologies and processes to increase their production, efficiency, and profitability. Sessions include "think tanks," innovations for winning business, online marketing initiatives, and panel discussions.

The Networking Mall will house cutting-edge insurance innovators. Having these companies on hand will allow registrants to significantly narrow the gap between education on a new capacity and implementation on the service.

Additionally, MarketScout and its sponsors will host a welcome reception on September 15, an executive cocktail reception the following evening and meals throughout the event that will allow for ample networking opportunities.

MarketScout's Partner Sponsors include Safeco, Microsoft, and Business Insurance magazine.

Those interested in attending can register online at [www.eInsuranceSymposium.com](http://www.eInsuranceSymposium.com) or call 1-800-500-8720.

#### **MarketScout**

MarketScout is a Dallas, Texas-based electronic insurance exchange, which underwrites and distributes hundreds of product lines to its 35,000-member agency network across the United States. Over 40 A-rated carriers participate in the MarketScout exchange platform at <http://www.marketscout.com>. MarketScout believes business produced via their insurance exchange is 7% to 8% more profitable than business generated by the typical marketplace.

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