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## **Aon's Affinity Business Relaunches Private Event Insurance and WedSafe® Programs with New Product Enhancements**

*Programs offer higher limits of liability & property damage, lower rates*

**HATBORO, Pa., Oct. 16, 2008** – Aon Corporation (NYSE: AOC) announced today that its Affinity Insurance Services, Inc. unit has relaunched its private event insurance program offering liability & property damage and event cancellation/postponement products direct to consumers.

Product and process enhancements include:

- higher limits of liability and property damage, up to \$2 million aggregate;
- lower rates for both liability and cancellation coverage for private events as well as select business events;
- the option to purchase liability coverage with or without host liquor liability;
- new, easily accessible online capabilities.

“Direct client feedback has resulted in product and process enhancements, new Web sites, expanded coverage for select events and lower rates to meet their needs,” said Sharon Cohen, senior vice president. “With these enhancements, we are confident our wedding and event insurance solution offers clients a high quality combination of coverage, ease of purchase, and affordability. Of particular interest this time of year is the new coverage for business and non-profit events for organizations planning dinners, holiday parties and meetings.”

Reducing cost is one of the leading trends in wedding planning, according to the August 2008 edition of The Wedding Report. Additionally, event liability insurance is often required by wedding and reception venue operators, who want protection in case a guest damages property at the event location, or if a guest is hurt.

Affinity’s new program enhancements have features that include venues as additional insureds and that streamline the process to provide proof of coverage. Affinity’s insurance solutions protect clients’ deposits should they seek to cancel or postpone the event, or if severe weather or illness occurs.

Cancellation packages – including coverage for event essentials like photos, gifts, attire, jewelry and deposits – begin at \$130. Liability insurance with host liquor liability can be purchased jointly or separately for a \$150 premium, and without liquor liability starting at \$75.

“We are very excited about the enhancements to the private event and wedding insurance program. We believe this new program will meet the needs of clients while providing peace of mind so they can focus on the joy of their special event” said Timberlee Tamraz Grove, president and chief operating officer of Markel American Insurance Company, which underwrites the WedSafe private event and wedding insurance products with Affinity.

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Affinity's program offers competitive rates for a range of events, including weddings, anniversary parties, graduation parties, bar/bat mitzvahs, private holiday parties and wedding showers. Affinity has more than 50 Web sites currently in production, including flagships [www.privateeventinsurance.com](http://www.privateeventinsurance.com) and [www.wedsafe.com](http://www.wedsafe.com).

Affinity Insurance Services is a full-service broker providing innovative solutions for clients.

## **About Markel**

A subsidiary of the Markel Corporation, Markel American Insurance Company specializes in the lines of Powersport Products, Specialty Marine, Preferred Yacht and Small Boat, and Specialty Property. For more information on our products, please visit [www.markelamerican.com](http://www.markelamerican.com)

The Richmond, VA-based Markel Corporation markets and underwrites specialty insurance products and programs to a variety of niche markets. In each of these markets, the company strives to provide quality products and excellent customer service. For more information, please visit [www.markelcorp.com](http://www.markelcorp.com).

## **About Aon**

Aon Corporation (NYSE:AOC) is the leading global provider of risk management services, insurance and reinsurance brokerage, human capital and management consulting. Aon readily delivers distinctive client value via innovative and effective risk management and workforce productivity solutions. Our industry-leading global resources, technical expertise and industry knowledge are delivered locally through more than 500 offices in more than 120 countries. Aon was named the world's best broker by Euromoney magazine's 2008 Insurance Survey. In 2008, Aon ranked highest on the Business Insurance ranking of the world's largest insurance brokers based on commercial retail, wholesale, reinsurance and personal lines brokerage revenues. Aon also was ranked by A.M. Best as the number one insurance broker based on brokerage revenues in 2007 and 2008, and was voted best insurance intermediary, best reinsurance intermediary, and best employee benefits consulting firm in 2007 and 2008 by the readers of Business Insurance. For more information on Aon, log onto <http://www.aon.com/>.

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