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Woodruff-Sawyer becomes strategic Northern California partner for California Bankers Association

San Francisco, California – September 13, 2007 – Woodruff-Sawyer & Co. announced today a new partnership with California Bankers Association (CBA), one of the largest state banking trade associations in the country. CBA leads the way in developing relevant educational and legislative solutions to some of California's more pressing financial and banking issues. Woodruff-Sawyer will be CBA's broker to represent their employee benefits programs to Northern California banks with over 100 employees. Woodruff-Sawyer will also serve several key banks in Southern California.

This strategic partnership will leverage CBA's negotiated rates, which member banks would not receive on their own, and Woodruff-Sawyer's expertise in benefits consulting and program development. CBA's membership includes more than 300 of California's commercial, industrial and community banks and savings associations.

"Both CBA and Woodruff-Sawyer are well-established organizations in California providing innovative and high-value solutions for clients," says Julie Daly, Vice President, Employee Benefits at Woodruff-Sawyer. "We know this partnership will offer enhanced and cost-effective services for the banking community."

Larisa Gurnick, Senior Vice President of Strategic Partnerships and Membership Development at CBA, said, "CBA is excited about this partnership as it will strengthen our ability to provide our members with unparalleled resources to help them prosper in California's dynamic marketplace."

About Woodruff-Sawyer & Co.

Woodruff-Sawyer is one of the largest independent insurance brokerage firms in the nation, and is an active partner of Assurex Global and International Benefits Network. For more than 89 years, Woodruff-Sawyer has been partnering with clients to implement and manage cost-effective and innovative insurance, employee benefits and risk management solutions, both nationally and abroad. Headquartered in San Francisco, Woodruff-Sawyer has offices throughout California and in Portland, Oregon.

For more information about Woodruff-Sawyer, call 415.391.2141 or visit www.wsandco.com.

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