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Lauri Floresca Joins Woodruff-Sawyer & Co.

San Francisco, California – September 21, 2009 – Woodruff-Sawyer & Co. announced today that Lauri Floresca has joined the firm as Senior Director, Corporate Clients in their Corporate and Executive Protection Practice. In this role, Ms. Floresca will lead new business development activities and provide strategic risk management consultation for public and private organizations.

Ms. Floresca has over fifteen years' experience in the insurance brokerage and risk management industry. She is a widely respected expert for her knowledge in the areas of directors & officers liability and initial public offering insurance. Most recently, Ms. Floresca worked as Senior Managing Director at Carpenter Moore (NASDAQ) where she managed all intellectual property and authored their highly regarded D&O peer benchmarking report. Lauri is a graduate of Washington State University with a degree in risk management and insurance. Prior to her employment at Carpenter Moore, she managed a nine-state territory for Chubb's Wholesale Executive Protection Practice.

"Lauri brings a tremendous range of expertise to Woodruff-Sawyer and has a proven track record of providing her clients with exceptional guidance for their risk management programs," said Charlie Rosson, CEO of Woodruff-Sawyer. "She is going to be a great addition to our team in helping us to deliver the specialized advice our clients have come to expect."

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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 over 90 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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