

Leading in customer satisfaction

Wells Fargo Insurance Services sweeps the Greenwich Excellence Awards for middle market insurance brokerage

Superior service

In the 2009 Greenwich Excellence Awards for middle market insurance brokerage, customers recognized Wells Fargo Insurance Services for superior service. Important factors considered included:

- Identifying risks
- Creating risk management solutions
- Implementing cost-effective coverage

Beyond the middle market

As the fourth largest insurance brokerage firm in the world, Wells Fargo Insurance Services provides comprehensive risk management services to large global corporations, the middle market, and small businesses.

Wells Fargo Insurance Services USA, Inc. not only has more customers in the U.S. middle market than any other insurance broker, but it's also one of the top middle market brokers in customer satisfaction.

That's according to a 2009 survey by the financial consulting firm Greenwich Associates. The firm asked more than 9,000 companies with annual sales between \$10 million and \$500 million to rate their satisfaction with their insurance brokers.

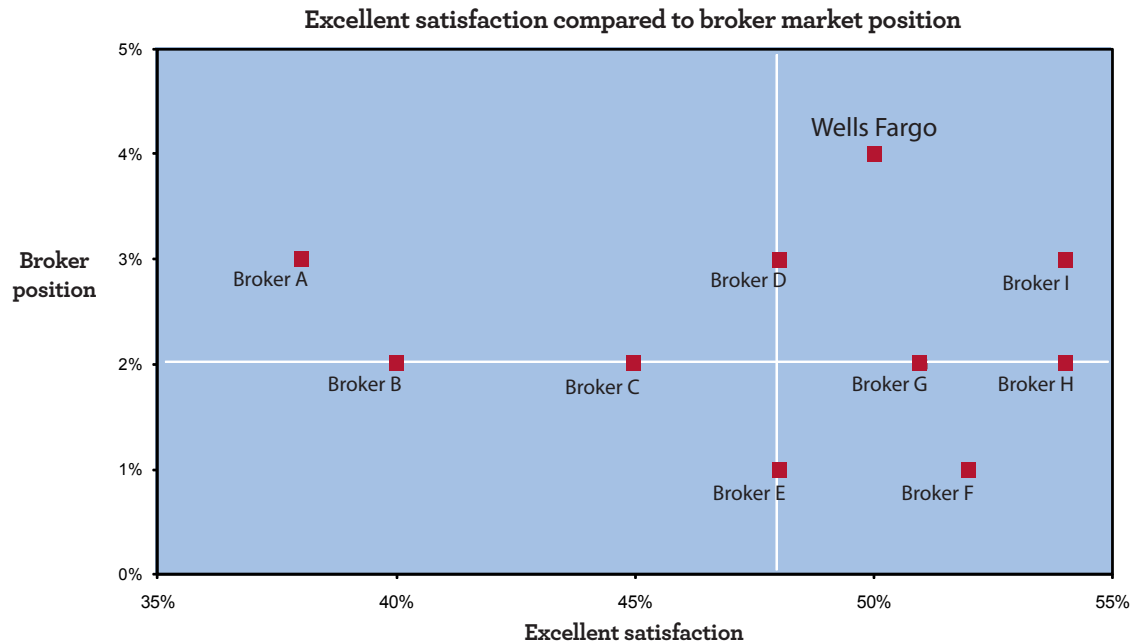
Out of more than 300 middle market brokers evaluated, Wells Fargo Insurance Services was one of only five insurance brokers in the country to earn a National Greenwich Excellence Award.

In addition, Wells Fargo Insurance Services was one of only two insurance brokers to sweep the satisfaction awards, by earning a national award, as well as the distinctions in all four regions (including the West, Midwest, South, and Northeast).

"Midsize organizations often do not have dedicated risk managers or benefit managers, so they rely on advisors to help them navigate products and control their risk," said Neal Aton, president and chief executive officer of Wells Fargo Insurance Services. "Our consistently high rankings in the Greenwich Excellence Awards for middle market brokerage insurance validates Wells Fargo Insurance Services' reputation as trusted advisor delivering the best customer service, risk management solutions, and carrier relationships suited for our partners."

Top 10 by market position in customer satisfaction

Companies across the U.S. with annual revenues \$10-500 million



Note: Evaluations are based on a 5-point scale, 5 excellent to 1 poor. Percentages shown represent 5%. Cross hair lines represent averages for top 10 brokers by market position. Source: Greenwich Associates Middle Market Insurance 2009.

