MediaRoom

Farmers Insurance Unveils New Ads Focusing on Business and Specialty Insurance Products

Farmers Insurance Group of Companies announces another historic debut of its latest full complement commercials which focus on customer service and the value of Farmers Insurance agents living and working in communities across America. The latest ad campaigns focus on small business insurance and specialty coverage for products like boats, motor homes and ATVs with real-life customers.

(Logo: http://www.newscom.com/cgi-bin/prnh/20080605/LATH062)

The commercials are part of the "True Stories" campaign comprised of television, radio and Internet ads. The campaign was developed and produced by Farmers and its ad agency, The Richards Group.

The commercials pay particular attention on the relationship between two Farmers agents and their customers - agent Ron Roark and customer Ted and agent Steve Washburn and customer Tina.

The small business commercial focuses on the excellent customer service provided by Ted's agent and how their relationship grew along with Ted's business. The specialty commercial displays how Tina's agent met her multiple vehicle needs and simplified her decision making process.

"These ads plow new ground for us by highlighting Farmers' business insurance and specialty insurance products, which many people may not realize we offer," said Kevin Kelso, Executive Vice President and Chief Marketing Officer of Farmers Insurance Group. "At the same time, the ads emphasize how a Farmers agent works with his or her customer to pull all of these insurance products together to ensure maximum protection."

The new commercials will be seen on major cable channels including MSNBC, Fox News, the History Channel and AMC.

About Farmers

Farmers is a trade name and may refer to Farmers Group, Inc. or the Farmers Exchanges, as the case may be. Farmers Group, Inc., a management and holding company, along with its subsidiaries, is wholly owned by the Zurich Financial Services Group. The Farmers Exchanges are three reciprocal insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange), including their subsidiaries and affiliates, owned by their policyholders, and managed by Farmers Group, Inc. and its subsidiaries. For more information about Farmers, visit our Web site at www.farmers.com.

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