

Farmers Insurance March of Dimes 'One-Day' Fundraiser July 22, 2010 Raises \$2,650,000

It was a day to remember, and one that will go down in the history books as the biggest one-day fundraising drive for the March of Dimes.

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Be a Hero for Babies® Day began at 5:00 a.m. on July 22 at Farmers Home Office at 4700 Wilshire Boulevard in Los Angeles, California. Thousands of Farmers Insurance agents, district managers and employees in cities and towns across America conducted fundraising events for the March of Dimes and called in their totals during the morning.

At 11:00 a.m., Farmers Insurance CEO Robert Woudstra announced the one-day total. "It is a great day for babies," stated Mr. Woudstra, a member of the March of Dimes Board of Trustees. "In one day, Farmers Insurance, through thousands of dedicated agents, district managers, employees and caring citizens has raised \$2,650,000 to help improve the health of all babies, especially those born too soon. It's because of the March of Dimes that these babies get a chance to begin a healthy life."

"Farmers Insurance and all their agents and employees are simply extraordinary," Jennifer L. Howse, president of the March of Dimes, said. "This one-day event demonstrates how much they care about our babies' health. Premature birth is a serious problem in our country, with 1 in 8 babies born too soon. The funds raised today will help support research, education, community programs and advocacy to help all babies get the healthy start in life they deserve."

"This is Farmers' fifth year participating in Be a Hero for Babies Day," noted Farmers Chief Marketing Officer Kevin Kelso. "I congratulate all of the Farmers family across America and want to thank everyone who gave so generously. Thank you so much for making this day so special."

Joining the March of Dimes families at the home office were special guests Los Angeles Dodgers' Matt Kemp; NBA Champion and former Los Angeles Laker, Jordan Farmar; Kerri Walsh, Olympic volleyball champion and gold medalist; Jorge Campos, Mexico Soccer Team Champion and Candace Parker of the L.A. Sparks. "They brought excitement to the day and were so gracious to extend their time and efforts to help our drive for the March of Dimes," concluded Mr. Woudstra.

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Contact: Jerry Davies
213-400-4459
jerry.davies@farmersinsurance.com

First Call Analyst:
FCMN Contact:

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PRN Photo Desk, photodesk@prnewswire.com

SOURCE: Farmers Group, Inc.

CONTACT: Jerry Davies of Farmers Group, Inc., +1-213-400-4459,
jerry.davies@farmersinsurance.com

Web Site: <http://www.farmers.com/>

