

Farmers Insurance to Sponsor "GOLF BOYS" Music Video Premiere scheduled for 7pm EDT during "Live From the U.S. Open" on Golf Channel

LOS ANGELES, June 14, 2011 [/PRNewswire/](http://PRNewswire.com) -- Farmers Insurance is expanding their relationship with PGA TOUR Player Ben Crane and has signed on as the presenting sponsor of Crane's latest video release. Crane recruited fellow TOUR players and friends Rickie Fowler, Bubba Watson (winner of the 2011 Farmers Insurance Open and 2011 Zurich Classic of New Orleans) and Hunter Mahan to star in his latest video. The four PGA TOUR stars have created the band "GOLF BOYS" and are releasing their world premiere music video, "Oh Oh Oh" presented by Farmers Insurance.

(Logo: <http://photos.prnewswire.com/prnh/20080605/LATH062>)

"Oh Oh Oh" presented by Farmers Insurance will premiere on Golf Channel at 7pm EDT on Tuesday, June 14 during their "Live From the U.S. Open" programming. It will also be available on Ben Crane's YouTube channel, <http://www.youtube.com/bencranegolf>.

The PGA TOUR is also featuring the video on PGATOUR.COM and promoting it through its presence on Facebook and Twitter. It also will be featured on tonight's Inside the PGA TOUR on Golf Channel following Golf Central.

As part of Farmers' support of "Oh Oh Oh," Farmers will donate \$1,000 for every 100,000 views of the "GOLF BOYS" video. The charitable proceeds will support both Farmers and Ben Crane charitable initiatives in support of Farmers' sponsorship of the Farmers Insurance Open. Crane has released a series of entertaining videos in 2010 and 2011, his most notable being a spoof on his workout routine which landed nearly 600,000 views on YouTube.

Farmers Insurance and Ben Crane have a long-term relationship stemming from Crane's victory at the 2010 Farmers Insurance Open, where it was also announced that Crane is a Farmers Insurance customer. Following his victory at Torrey Pines, Crane partnered with Farmers and Farmers' parent company, Zurich Financial Services, and wears the Zurich or Farmers logo on his hat, depending on the tournament. Through his relationship with Zurich, Crane also supports the St. Bernard Project, an organization dedicated to rebuilding New Orleans following Hurricane Katrina.

Farmers Insurance and Zurich are both partners of the PGA TOUR. Farmers Insurance began their sponsorship of the Farmers Insurance Open in San Diego in 2010 and Zurich has been a sponsor of the PGA TOUR's Zurich Classic of New Orleans since 2005.

About Farmers Insurance Group of Companies

Farmers Insurance Group of Companies is the country's 3rd largest insurer of both personal lines passenger automobile and homeowners insurance, and also provides a wide range of other insurance and financial services products. Farmers Insurance is proud to serve more than 10 million households with more than 20 million individual policies across all 50 states through the efforts of over 50,000 exclusive and independent agents and nearly 24,000 employees.

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