

New Farmers Sponsorship Agreement with PGA TOUR Player, Rickie Fowler

Los Angeles, CA (January 23, 2013) -- Farmers Insurance, corporate sponsor of this week's PGA TOUR event, the Farmers Insurance Open, today announced a sponsorship agreement with popular, exciting PGA TOUR player, Rickie Fowler.

A leading US insurer of auto, homes and small businesses, Farmers Insurance also is a top corporate contributor to charitable and educational endeavors and was attracted to Fowler because of his similar interests.

"We are very excited about partnering with Rickie and having him as an ambassador for the Farmers brand and for the charities and educational initiatives we support through golf and our other sponsorships," said Mike Linton, Enterprise Chief Marketing Officer for Farmers Insurance.

"I am looking forward to teaming up with Farmers Insurance because we have a lot in common," said Fowler. "What really stands out is the way Farmers Insurance is committed to the communities it serves and does business in and its focus on educational, charitable and civic programs such as First Tee."

As part of sponsorship agreement, Fowler, currently ranked among the top 30 professional golfers in the world, will wear the Farmers Insurance logo on his golf hats. Fowler's caddie Joe Skovron also will wear the Farmers Insurance logo on his golf hat.

Fowler is known for his colorful golf attire with a special affection for the bright orange colors he wore as a student at Oklahoma State University. "Our advertising campaigns have focused on education and our current campaign positions Farmers Insurance as a company focused on making consumers smarter about insurance," said Linton. Added Linton, "Farmers Insurance and Rickie Fowler have shared common interests when it comes to the importance of education."

Fowler is one of the most active PGA TOUR players across social media, consistently communicating with his more than 400,000 Twitter followers and to his 100,000 Facebook fans.

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