

Farmers Insurance Launches New NASCAR Fan Engagement Site with Online and On-Site "Scavenger Hunt" Throughout Daytona 500 Weekend **FarmersRacing.Com and @FarmersRacing Go Live This Weekend As Part of the Insurer's Broader 'Plan to Perform' NASCAR Campaign**

LOS ANGELES, Feb. 22, 2013 /PRNewswire/ -- Farmers Insurance, primary sponsor of leading NASCAR driver Kasey Kahne and the #5 Team, has launched a new web site and Twitter handle – www.FarmersRacing.com and @Farmers Racing, respectively – to engage racing fans and Kahne fans throughout the 2013 NASCAR season with fun, interesting and exclusive content throughout the year. The new fan engagement venues will also include content and messaging to support the company's *Plan to Perform* initiative which will highlight the roles that proper planning and being smarter play in achieving success on the racetrack and in managing risk among individuals and families.

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

To help launch the new sites, Farmers is inviting fans at the Daytona 500, and those watching away from the Florida track, to join in a "Scavenger Hunt" to be eligible to win a variety of Kasey Kahne/Farmers Insurance prizes.

"Our new fan engagement venues – FarmersRacing.com and @FarmersRacing – will enable fans to enjoy a number of racing-themed activities throughout the season and gives fans a way to share their excitement of NASCAR and Kasey Kahne with fellow enthusiasts across the country," said Charles Browning, head of sponsorships and corporate giving for Farmers. "As the season progresses we will add more exclusive content, provide more opportunities to win special prizes and give fans a fun and unique NASCAR experience."

To help launch the new portals, Farmers Insurance has launched a special Daytona 500 Kasey Kahne "Scavenger Hunt" for fans attending the race in person and a separate contest for those following the race from home. As part of the contest, fans will be asked to do or answer five questions related to Kasey Kahne and his #5 Chevrolet team. Prizes will include a variety of Kasey-autographed merchandise, as well as other NASCAR/Kahne items. Complete contest rules are available at www.FarmersRacing.com. Fans can also follow all the action and share their views on Kasey's success via Facebook.com/FarmersRacing.

As the Farmers *Plan to Perform* campaign develops further in the coming weeks, race fans will notice how Kasey Kahne and his team develop well-defined plans for each race and how Farmers Insurance, through its network of highly-trained agents, helps consumers develop their own well-defined risk management plans to help guide them to their own "Victory Lane".

All the exciting action begins this weekend, Feb. 24, when Kasey and the crew line-up in the new No. 5 Farmers Insurance Chevrolet for the season-opening race at Daytona International Speedway. Kahne hopes to build upon his 2012 success where he finished with two Sprint Cup race wins and a career-best fourth-place result in the season ending championship point standings, the Chase for the Sprint Cup.

Farmers Insurance Group of Companies is a leading U.S. insurer group of automobiles, homes and small businesses 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.

Farmers is a trade name and refers to the business activities of Farmers Group, Inc. and the Farmers Exchanges. Farmers Group, Inc., along with its subsidiaries, is wholly owned by the Zurich Insurance Group, and provides non-claims administrative services to the Farmers Exchanges. 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. For more information about Farmers, visit its Web site at www.farmers.com or at www.Facebook.com/FarmersInsurance.

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