

21st.com Ranked Number One for Site Responsiveness in Recent Keynote Study of Auto Insurance Websites

Wilmington, Del., Feb. 28, 2013 [PRNewswire/](#) -- Keynote, a global leader in internet and mobile cloud testing and monitoring, has ranked the 21st Century Insurance website, 21st.com, the top in the industry based on technical quality and responsiveness (transaction time), and number three in reliability (up-time).

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

"21st Century Insurance is proud to earn the best in class ranking for responsiveness," said Ken Murray, head of e-Business for 21st Century Insurance. "Being recognized as the industry's leading site for responsiveness and number three in reliability by a trusted third-party like Keynote is a testament to the work we have done to continually enhance the design, functionality and technical quality of 21st.com."

Winners of [Keynote Competitive Research](#) studies are invited to participate in the company's Online Excellence Program, which recognizes the "best of the best" web sites as ranked in the studies. The rankings are based on responses from real users, who were observed as they accomplished tasks on each of the sites studied.

Keynote measured a typical transaction of researching and obtaining an auto insurance policy quote online. Each measured transaction began at the site's home page and then followed the process of obtaining information and requesting an auto insurance quote on the site. Based on the thousands of transactions monitored over the course of the study, 21st Century Insurance ranked first for responsiveness and third in reliability.

About 21st Century Insurance

21st Century Insurance is part of the Farmers Insurance Group of Companies®, insuring over 2 million vehicles across 49 states and Washington, D.C. Founded in 1958, 21st Century Insurance is dedicated to providing customers with excellent coverage and award-winning service while helping them [save on auto insurance](#). For more information, visit [21st.com](#).

About Farmers Insurance

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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