

Farmers Insurance and Pets Best Agreement Extends Coverage to All Members of the Family

PR Newswire

LOS ANGELES and BOISE, Idaho, Sept. 8, 2014 /PRNewswire/ -- Beginning today, pet parents can turn to Farmers Insurance for help in caring for and planning for all members of the family, including their pets. Farmers, one of the nation's largest multiline insurers, and Pets Best Insurance Services, LLC (Pets Best), a leading U.S. pet insurance brand, have joined forces to offer savings to those looking to insure cats and dogs. Pet parents who purchase a Pets Best policy after referral from a Farmers agent or at Farmers.com/petinsurance will receive a 5 percent discount off of the regular price.

With roughly 50 percent of U.S. households enjoying pet ownership, many families have sought a trusted partner to assist with their pet insurance needs. The Farmers and Pets Best agreement brings established and recognized brands to the pet insurance category. Since the establishment of the first pet insurance company in the U.S. in 1981, the desire for pet insurance has grown significantly and is now a \$650 million industry. And, based on a recent poll, nearly three in ten Farmers customers with pets expressed interest in adding pet insurance to their existing policies.

"At Farmers, we believe in offering consumers options and that insuring your pet through respected brands like Farmers and Pets Best will be a welcomed choice," said Mariel Devesa, head of product innovation for Farmers Insurance. "Our agreement with Pets Best will help pet parents care and plan for their cherished cats and dogs by limiting the risk of hefty out-of-pocket expenses and providing coverage for unexpected events."

Pets Best is known for creating a straightforward and predictable pet-care experience. With four out of five pets experiencing a medical emergency in their lifetime, according to company data, having reliable coverage is critical. The insurance provided through Farmers and Pets Best offers consumers a wide range of benefits and options, including: a reimbursement calculated from the actual veterinarian bill with knowledgeable experts who handle claims generally within two to five days. The comprehensive plans offered by Pets Best cover accidents and illness with flexible coverage options. In fact, Pets Best offers more plan options than any other competitor to ensure pet parents can choose the plan that best fits their needs, all while allowing customers to visit any licensed vet in the world. There are no upper age limits and the company does not require medical records or a vet exam to enroll. The Pets Best policies also cover unexpected out-of-pocket expenses for pets related to emergency visits, behavioral conditions, surgeries, hereditary conditions and more. Additionally, a wellness plan is available to provide coverage for routine veterinary expenses such as annual check-ups, vaccinations and teeth cleanings.

"A growing number of American pet owners are recognizing the financial and emotional benefits of insuring their four-legged family members," said Jack Stephens, Doctor of Veterinary Medicine, founder of Pets Best and the pet insurance industry in the U.S. "We are excited to have reached an agreement with an established company that cares as much about the community as Farmers Insurance, and we look forward to offering all of our customers our unique brand of service and support."

For more information and tips about Farmers pet insurance offerings, visit Farmers.com/petinsurance or contact a local Farmers agent today.

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 approximately 22,000 employees.

About Pets Best Insurance Services, LLC

Dr. Jack L. Stephens, founder and director of Pets Best, founded pet insurance in the U.S. in 1981 with a mission to end euthanasia when pet owners couldn't afford veterinary treatment. Dr. Stephens went on to present the first U.S. pet insurance policy to famous television dog Lassie. Pets Best provides coverage for dogs and cats and is the only veterinarian founded and operated pet insurance agency in the United States. Dr. Stephens leads the Pets Best team with his passion for quality pet care and his expert veterinary knowledge. He is always available to answer questions regarding veterinary medicine, pet health and pet insurance. The Pets Best team is a group of pet lovers who strive to deliver quality customer service and value. Visit www.petsbest.com for more information.

Pet insurance coverage offered and administered by Pets Best Insurance Services, LLC is underwritten by Independence American Insurance Company, a Delaware insurance company. Independence American Insurance Company is a member of The IHC Group, an organization of insurance carriers and marketing and administrative affiliates that has been providing life, health, disability, medical stop-loss and specialty insurance solutions to groups and individuals for over 30 years. For information on The IHC Group, visit: www.ihcgroup.com. Additional insurance services administered by Pets Best Insurance Services, LLC are underwritten by Prime Insurance Company. Some existing business is underwritten by Aetna Insurance Company of Connecticut. Each insurer has sole financial responsibility for its own products. Pets Best is a proud member of the North America Pet Health Insurance Association (NAPHIA).

Contacts:	Carrie Bonney
	(323) 930-4016
	carrie.bonney@farmersinsurance.com
	Trevor Chapman
	(323) 932-4753
	trevor.chapman@farmersinsurance.com

Logo - <http://photos.prnewswire.com/prnh/20130731/LA56061LOGO>

SOURCE Farmers Insurance

<https://newsroom.farmers.com/2014-09-08-Farmers-Insurance-and-Pets-Best-Agreement-Extends-Coverage-to-All-Members-of-the-Family>