

Farmers Insurance® Chief Marketing Officer, Mike Linton, Receives "Client of the Year" Award from ThinkLA  
**Los Angeles-Based Media, Marketing, and Advertising Non-Profit Recognizes Linton for Leadership in the Industry**

WOODLAND HILLS, Calif., June 8, 2017 /PRNewswire/ -- ThinkLA, a non-profit association founded to empower Los Angeles' media, marketing, and advertising communities, presented Farmers Insurance® CMO, Mike Linton, with its "Client of the Year" award, recognizing his innovative leadership in the industry.

"This award reflects the great collaboration and creative spirit of the Farmers and Rubin Postaer and Associates (RPA) teams, as well as Farmers business partners and agency owners," said Linton.

As CMO of Los Angeles based Farmers Insurance, he is responsible for all Farmers® marketing, digital, branding, promotional, sponsorship and external and internal communications efforts. In addition, he oversees general coordination across the organization's brands, representing nearly \$20 billion in insurance premium. Mike previously served as CMO of eBay and Best Buy.

More than 1,000 of Los Angeles' advertisers gathered on June 1 for the seventh annual ThinkLA IDEA Awards Gala to celebrate advertising's leading people, work and companies. The IDEA Awards seek to honor the best campaigns, agencies, clients, marketers, media partners, and individuals in the Southern California region. RPA had nominated Mike for the 2017 ThinkLA IDEA Award under the category of "Client of the Year."

"It's rare for a leader to impress with smarts and business acumen, but inspire with heart," said Tom Kirk, EVP, chief client officer for RPA. "Mike is one of those clients you don't come across very often in your career, so it was a no-brainer to nominate him."

**About Farmers Insurance**

"Farmers Insurance®" and "Farmers®" are trade names for a group of affiliated insurers providing insurance for automobiles, homes and small businesses and a wide range of other insurance and financial services and products. Farmers Insurance is proud to serve more than 10 million households with over 19 million individual policies, across all 50 states, through the efforts of more than 48,000 exclusive and independent agents and approximately 21,000 employees. Farmers Insurance Exchange, the largest of the three primary insurance insurers that make up Farmers Insurance, is recognized as one of the largest U.S. companies on the 2017 Fortune 500 list. For more information about Farmers Insurance, visit Farmers.com, Twitter and Instagram, @WeAreFarmers, or Facebook.com/FarmersInsurance.

**About RPA**

Rubin Postaer and Associates (RPA) is an integrated, full-service advertising agency based in sunny Santa Monica, California. Independently-led and -owned for over 30 years, the agency has been guided from its founding by a "People First" approach to our work, our culture, and our client partnerships. That means a mission to create ideas and experiences that resonate with people and recognize the fundamental humanity of a brand's audiences, and an internal culture that empowers individuals and teams to work quickly, collaboratively, and innovate outside the traditional boundaries of our respective disciplines. It's a unique culture that nurtures enduring partnerships, as well as attracting best-in-class talent in Creative, Strategic Planning, Media Planning and Buying, Digital and Social Strategy, Research, Analytics and Production, supported by one of the most highly respected Account Management teams in the industry.

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