

Farmers Press Release

IMMEDIATE RELEASE

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FARMERS INSURANCE GROUP® ANGEL CITY CLASSIC UNCF NATIONAL SCHOLARSHIP WINNERS TO BE RECOGNIZED AT SCHOLARSHIP GALA

LOS ANGELES – (September 12, 2008) – Farmers Insurance Group® announced three winners for their UNCF National Scholarship Awards. College students with a minimum 2.8 GPA, who are in their 2nd, 3rd or 4th year attending an Historically Black College or University (HBCU) or United Negro College Fund (UNCF) member school were eligible to apply. The three winners, each awarded \$1,500, will be flown with a guest to Los Angeles to be honored at a special invitation only gala event September 26th at the Wallis Annenberg Building, California Science Center.

“We are honored to be the title sponsor of the Farmers Angel City Classic, and thrilled about the Scholarship Gala September 26,” noted Farmers Insurance CEO Paul Hopkins. “It is Farmers’ way of saying we care about young people who could use a helping hand as they pursue a college education. Farmers is very proud of this year’s winners.”

The Farmers Insurance Group UNCF National Scholarship winners are:

Mr. Daniel A. Nwachokor

Junior – Grambling State University, Grambling, Louisiana
Field of Study: Chemistry

Ms. Folasade Amanda Omogun

Sophomore – Clark Atlanta University, Atlanta, Georgia
Field of Study: Mass Media Arts

Ms. Kristina Anne Doughty

Sophomore – Spelman College, Atlanta, Georgia
Field of Study: Political Science



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We couldn't be more proud about helping these students complete their college education at three fine institutions of learning " explained Faye W. McClure, Farmers Vice President of Strategic Marketing." Farmers has allocated more than \$50,000 in scholarships to help HBCU students across America get a solid college education.

The day after the scholarship gala, The Farmers Insurance Group Angel City Classic will showcase the talents of two of the nation's most prestigious HBCUs on and off the field as the Prairie View A&M University Panthers, Prairie View, Texas, battle it out with Morehouse College, Atlanta Georgia. The event will be held on September 27, 2008 at the Los Angeles Memorial Coliseum.

"This family-oriented weekend event includes action-packed football and battle of the bands excitement, but the primary focus of the Classic is to increase awareness, particularly among youth, of the educational and cultural opportunities offered by HBCUs," McClure added.

John Fleming, CEO of Black Educational Events, LLC, which brings the Classic to Los Angeles added "Seeing the commitment from these outstanding young people makes all our efforts in putting on this event worthwhile. Our youth need as much inspiration and motivation as we can give them so they understand the impact education will have on their future."

For more information, or to purchase tickets, call the Farmers Insurance Group Angel City Classic office at 323-293-0940 or visit www.angelcityclassic.com

About Farmers Insurance

Farmers Group, Inc. is a wholly owned subsidiary of Zurich Financial Services, an insurance-based financial services provider with a global network of subsidiaries and offices in North America and Europe as well as in Asia Pacific, Latin America and other markets. Farmers® is the nation's third-largest Personal Lines Property & Casualty insurance group. Headquartered in Los Angeles and doing business in 41 states, the insurers comprising the Farmers Insurance Group of Companies provide Homeowners, Auto, Business, Life insurance and financial services to more than 10 million households. For more information about Farmers, visit our Web site at www.farmers.com

About Black Educational Events LLC

The primary mission of Black Educational Events, LLC (B.E.E.) is to produce Classic Events on the West Coast that showcase HBCUs. These events combine the entertainment of bands, dance teams and cheering squads with the competition and pride associated with a HBCU football game. Because youth in western geographies are thousands of miles away from most HBCUs, these



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classic events also serve a higher purpose: to increase awareness, particularly among youth, of the educational and cultural opportunities offered by HBCUs. Through last year's Classic and this year's Farmers Angel City Classic, Black Educational Events, LLC continues to partner with Southern California school districts and other youth-focused organizations to inspire young people to stay in high school, graduate and continue their education. B.E.E believes that by increasing awareness about the opportunities provided by HBCUs, we can help change the course of this crisis.

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