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FOR IMMEDIATE RELEASE

November 24, 2008

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Farmers Insurance Signs On As MHSAA Football Playoffs Sponsor

EAST LANSING, Mich. – Nov. 24 – Farmers Insurance has become a corporate partner of the Michigan High School Athletic Association, and is the presenting sponsor of this year's MHSAA Football Playoffs.

“We're pleased to have Farmers Insurance join with the MHSAA to promote high school sports,” said John E. “Jack” Roberts, executive director of the MHSAA. “This sponsorship helps us keep ticket prices down and support of local programs up at a time when Michigan's economy is struggling mightily. It allows us to promote vigorously the values of educational athletics and to keep high school sports one of the cheapest forms of good, clean fun and entertainment for Michigan families.”

In addition to being the presenting sponsor of the MHSAA Football Playoff, Farmers Insurance will be involved as a supporter of a number of other Association tournament sports which involve over 300,000 student-athletes annually.

“We are pleased and excited about becoming a Presenting Level Partner of the MHSAA,” noted Faye McClure, vice president of strategic markets, Farmers Insurance Group, Inc. “Farmers has a long-standing history of developing educational materials and programs addressing issues that are important to students from all backgrounds. Partnering with the MHSAA is an extension of Farmers' commitment to teenagers and their local communities throughout the state of Michigan.”

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. Property and casualty products are underwritten and issued by the Farmers Exchanges and their subsidiaries, which Farmers Group, Inc. manages but does not own. Headquartered in Los Angeles, Farmers provides homeowners, auto, business, specialty products, life insurance and financial services to more than 10 million households. For more information about Farmers, visit its Website at www.farmers.com.

The MHSAA is a private, not-for-profit corporation of voluntary membership by over 1,600 public and private senior high schools and junior high/middle schools which exists to develop common rules for athletic eligibility and competition. No government funds or tax dollars support the MHSAA, which was the first such association nationally to not accept membership dues or tournament entry fees from schools. Member schools which enforce these rules are permitted to participate in MHSAA tournaments, which attract approximately 1.6 million spectators each year.

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