



NEWS RELEASE

FOR IMMEDIATE RELEASE – February 17, 2011
Contact: Ben Alkaly, balkaly@la-sparks.com or 213-929-1313

Los Angeles Sparks and Farmers Insurance Renew Marketing Partnership

LOS ANGELES – The Los Angeles Sparks and Farmers Insurance today announced a renewal and expansion of their marketing partnership initially formed in 2009.

Beginning with the 2011 season, Farmers will serve as the presenting partner of the Sparks, an original Women's National Basketball Association team dating to the league's inception in 1997.

The Los Angeles Sparks presented by Farmers partnership encompasses numerous marketing and branding elements, including a continuation of the branded jerseys first worn by Sparks players in 2009. In addition to game uniforms, Farmers will appear on team shooting shirts, in-arena signage and on the STAPLES Center court.

Sparks advertising, tickets and pocket schedules will now feature the Farmers' logo, as will the team's official website, LASparks.com. The relationship extends to cross-promotion via the social media platforms of both Farmers and the Sparks.

"Farmers is proud to renew our sponsorship of the Los Angeles Sparks," said Farmers vice president of strategic marketing, Faye W. McClure. "Supporting women's basketball and championing women's issues is an inherent component of Farmers philosophy."

"We are elated to have a community leader such as Farmers Insurance serve as the presenting partner of the Los Angeles Sparks," Sparks President Mike Levy said. "We look forward to further connecting our brand and our fans with Farmers, and consider this partnership a cornerstone of the Sparks' success."

Farmers will play a proactive role in the Sparks' community relations endeavors, including youth basketball clinics, health and wellness outreach and the WNBA's Inspiring Women campaign, developed league-wide to celebrate the achievements of women in all walks of life.

"With the WNBA celebrating its historic 15th season this summer, we are pleased that an outstanding brand in Farmers Insurance will continue its alignment with one of our most accomplished franchises in the Los Angeles Sparks," said Christopher Granger, NBA Executive Vice President, Team Marketing and Business Operations. "This partnership has been a tremendous success since 2009, broadening both organizations' reach to WNBA fans and to the community as a whole."

The Sparks begin their 15th WNBA season on Friday, June 3, hosting the Minnesota Lynx at STAPLES Center at 8 p.m. PT. For group and season- ticket information, call 877-44-SPARKS or visit LASparks.com.

About the Los Angeles Sparks

The Los Angeles Sparks, an original Women's National Basketball Association team, enter their 15th season in 2011. The Sparks are one of six WNBA franchises that fall under the league's independent ownership model. Winner of back-to-back WNBA championships in 2001 and 2002, Los Angeles' roster of star athletes includes 2008 WNBA MVP and Rookie of the Year Candace Parker, four-time WNBA

champion and all-time leading scorer Tina Thompson, and two-time WNBA champion DeLisha Milton-Jones. The Sparks play their home games at STAPLES Center in the heart of downtown Los Angeles. For ticket information, call (877) 44-SPARKS or visit LASparks.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. 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 insurers provide Homeowners, Auto, Business, Life insurance and financial services to more than 10 million households. For more information about Farmers, visit our Web site www.farmers.com.