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V-me Launches Original Campaign for Farmers Insurance "Preguntale a Farmers" begins airing 3/18 as part of larger network sponsorship

NEW YORK, March 11, 2009 -- V-me, one of America's largest Hispanic TV networks, will begin airing a special campaign for Farmers Insurance on March 18.

Preguntale a Farmers (Ask Farmers) shows typical consumers looking for answers about insurance companies, agents and types of coverage. The campaign was developed and produced for Farmers Insurance by V-me.

Preguntale a Farmers will air across the V-me schedule throughout 2009, supporting Farmers' sponsorship of the nightly V-me Noticias and weekly current affairs magazine *Paginas: The New York Times*.

"V-me is committed to creating a real alternative in Hispanic TV, with world-class content and innovative solutions for innovative clients," said Frank Donaldson, SVP Sales, V-me.

"*Preguntale a Farmers* showcases V-me's creativity while presenting Farmers' message to our unique and qualified audience."

"We're thrilled to partner with V-me in bringing *Preguntale a Farmers* to Spanish-speaking households across the nation," said Luisa Acosta-Franco, assistant vice president, Diversity and Emerging Markets for Farmers. "We understand that Hispanic consumers are continuously looking for useful tips about insurance and this creative campaign will fill a much needed void."

Already reaching 60% of US Hispanic TV Households, V-me is presented locally by TV stations in over 35 top Hispanic markets and on basic digital cable, and is carried nationally on DIRECTV Ch. 440, DISH Network Ch. 9414 and DISH Latino Ch. 846. For local channel information, visit www.VmeTV.com/estaciones.

About V-me

V-me, one of America's largest Spanish networks, entertains and informs Latino families in Spanish with primetime drama, music, sports, current affairs and Latin cinema, along with world class kids, food, lifestyle and nature. The 24-hour network, partnered with public television, is America's largest Spanish digital channel. V-me is the first venture of the media production and distribution company, V-me Media Inc. To find out more visit VmeTV.com.

About Farmers

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.

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