



**Airship Ventures**



**FARMERS®**

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**Airship Ventures and Farmers Insurance Extend Marketing Relationship**

*World's Largest Airship to Wear Insurance Leader's Logo and Serve as Brand Ambassador*

**MOFFETT FIELD, Calif., July 22, 2010** – Building on the success of their current relationship, Farmers® Insurance and Airship Ventures, have agreed to extend their working relationship to brand the Zeppelin *Eureka* as the Farmers Airship. The agreement not only keeps the Farmers brand on the Zeppelin *Eureka*, but also strengthens the role the world's largest airship will play as a Farmers Insurance ambassador across the country.

“A lot of people look at our brand on the airship and think ‘floating billboard,’ but the response we’ve received proves it’s much more than that,” commented Farmers Chief Marketing Officer, Kevin Kelso. “The airship generates brand visibility for miles, but the true value of our relationship lies in people’s affinity for the airship and the experience of flying. It allows us to connect with the public and integrate our brand in communities in a way we wouldn’t be able to otherwise.”

Community support is at the top of Farmers’ priorities when it comes to the Farmers Airship. The first community airship-centered event under the new agreement was held in San Diego and supported Farmers’ signature charity, the March of Dimes. Farmers is the no. two fundraiser nationwide for the March of Dimes. Farmers will leverage the Zeppelin experience to raise even more funds in 2010 in support of healthy babies.

A series of flights above San Diego July 14-16 raised over \$23,000 for the March of Dimes. These flights were a precursor to Farmers’ largest annual single-day March of Dimes fundraising effort, *Be a Hero for Babies Day®*, taking place today. Acting as a beacon for the charitable efforts taking place, the Farmers Airship is sailing above Farmers’ Home Office in Los Angeles, the hub for nationwide fundraising efforts.

Since first taking to the skies in January, Farmers has integrated the Farmers Airship in dozens of events like these, garnering international media attention for the brand and its causes along the way. On its very first outing earlier this year, the Farmers Airship exposed the brand to millions around the globe, providing aerial footage to CBS-TV and acting as the ultimate skybox for passengers above the Farmers Insurance Open PGA Golf Tournament at Torrey Pines, Calif.

The Farmers Airship also soared above *March for Babies* events across Southern California in April and May, enriching Farmers national support for March of Dimes. The relationship has also yielded opportunities to underscore Farmers’ “Ready Feels Good” message. Through Airship Ventures, Farmers played a role in Operation Golden Guardian, the State of California’s annual disaster drill, and the Farmers Airship and the Farmers brand were also prominently featured in a 3-minute segment on NBC’s Today Show.

“Farmers really gets what the Zeppelin is capable of in terms of creating meaningful engagements with the public,” stated Airship Ventures CEO Alexandra Hall. “Our working relationship isn’t just about showing off a logo, it’s about using the airship as a way to interact with people and develop valuable relationships. We’re thrilled to continue our relationship with Farmers and create success for us both in the coming years.”

### **About the Farmers Airship and Purchasing Tickets**

Stretching 15-feet longer than a 747 and 50-feet longer than the largest blimp, the Farmers Airship, the Zeppelin *Eureka*, is the world's largest airship. One of only two Zeppelins commercially flying in the world, the airship features the largest logo ever used in Farmers' history. Larger than most homes, the decal is comprised of 697 sheets of vinyl totaling almost 4,850 square feet and measuring approximately 185 feet long by 30 feet high on either side of the Zeppelin. Farmers iconic blue and red shield measures 30 feet high by 50 feet wide, while the 17-foot tall letters spelling out the company name stretch over 105 feet. The Farmers Airship offers passengers spectacular 360-degree views of the sights on flightseeing tours above Los Angeles, San Francisco Bay, Silicon Valley, Monterey and San Diego. For more information about the airship, or to view a detailed flight schedule and purchase tickets, visit [www.farmersairship.com](http://www.farmersairship.com), or call 650-969-8100 x111.

### **About Airship Ventures, Inc.**

Founded in 2007 in California, Airship Ventures, Inc., operates the only passenger airship operation in the United States, featuring the Zeppelin *Eureka*, the world's largest airship. The Zeppelin's spacious cabin comfortably accommodates one pilot, one flight attendant, and 12 passengers, with luxury features including oversized panoramic windows, an onboard restroom with window, and a 180-degree rear observation window and "love seat" that wraps the entire aft of the cabin. Using the inert gas helium for lift, and vectored thrust engines for flight, Zeppelin NTs have been flying in Germany and Japan since 1997 with an unparalleled safety record. For more Airship Ventures news, follow the company on Facebook at [www.facebook.com/AirshipVentures](http://www.facebook.com/AirshipVentures) or [@AirshipVentures](https://twitter.com/AirshipVentures) on Twitter.

### **About Farmers Insurance Group**

"Farmers", "Farmers Insurance Group" and "Farmers Insurance Group of Companies" are federally registered service marks. Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange (Exchanges) are inter-insurance exchanges owned by their policyholders and organized under the laws of the State of California. The Exchanges, directly or through their subsidiaries and affiliates, offer homeowners insurance, auto insurance, commercial insurance, and financial services throughout the United States. Farmers Group, Inc. (dba Farmers Underwriters Association) (FGI) and its subsidiaries, Truck Underwriters Association and Fire Underwriters Association, provide certain administrative services for the Exchanges as the Exchanges' attorneys-in-fact. FGI is a subsidiary of Zurich Financial Services Ltd. The Exchanges do not hold an ownership interest in FGI, and FGI does not hold an ownership interest in any of the Exchanges.

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