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**Airship Ventures and Farmers Insurance Announce the Farmers Airship's First-Ever National Tour**  
*World's Largest Airship Will Be "Covering Communities" Across the United States on Six-Month Journey*

**MOFFETT FIELD, Calif., March 28, 2011** – Airship Ventures and Farmers® Insurance today announced that in April the Farmers Airship will embark on a six-month journey, "Covering Communities," which will take the world's largest airship across the United States and back. The journey will mark the first time a Zeppelin airship has ever barnstormed across the nation; the Graf Zeppelin flew from Los Angeles to Lakehurst, N.J. as part of its famed 1929 around-the-world voyage, but its journey was non-stop. In total, the Farmers Airship will sail in the skies of nearly half of the nation's states, two dozen communities expected to host the Zeppelin for extended stays that will include airship-related community events, as well as public flightseeing tours.

"The Farmers Airship is a truly incredible sight and this coast-to-coast tour gives us the chance to share this sky high superstar with customers and fans across the country," said Kevin Kelso, Chief Marketing Officer of Farmers Insurance. "We are excited to once again tie the Farmers brand to aviation history."

"Whether it's smiles on our passengers' faces or the excitement of a crowd of spectators as we arrive in a new location, there's just something about an airship that makes people happy," added Airship Ventures CEO Alexandra Hall. "Taking the Farmers Airship on a coast-to-coast adventure is not just about making history and supporting Farmers' communities, but sharing the airship experience with people across the country and having a lot of fun."

Weather permitting, the journey begins April 6 when the Farmers Airship departs its home base, the historic airship hangars at Moffett Field, Calif. The Farmers Airship will then spend the next six months traveling more than 12,000 miles, across the skies of 24 states, primarily in the Southern, Mid-Atlantic and Midwestern United States, inspiring millions of Americans along the way. In addition to offering passenger tours in select cities, the Farmers Airship will make some very special appearances, including serving as a TV platform for the Zurich Classic Golf Tournament in New Orleans and becoming the first-ever Zeppelin to attend the nation's largest celebration of aviation, EAA AirVenture in Oshkosh, Wisc. Along the journey, the airship will champion Farmers Insurance supported community events and charitable initiatives.

**"Covering Communities" Tour Route and Events**

Final surveys are being conducted to confirm "Covering Communities" operating sites, but a tour outline of states and events, by month, follows below. Updates on operating locations and dates, as well as additional Farmers Insurance-supported events where the airship will appear, will be posted regularly to [www.FarmersAirship.com](http://www.FarmersAirship.com).

**April**  
Zurich Classic Golf (New Orleans)

**May**  
Florida  
Virginia

**June**

Pennsylvania  
Ohio  
Michigan  
Illinois

**July**

Minnesota  
Wisconsin  
EAA AirVenture (Oshkosh, Wisc.)

**August**

Illinois  
Indiana  
Missouri  
Kansas  
Oklahoma

**September**

Arkansas  
Texas

**Public “Flightseeing” Tours**

Within each state on the “Covering Communities” tour route, the public will have a chance to go flightseeing on aerial tours above their local communities. These sightseeing tours will be offered above nearly two dozen cities and will range from \$375-\$950/person, plus taxes. Corporate and private charters will also be available. Seats in each city will be made available for sale to the public approximately one week prior to the Farmers Airship’s arrival. To learn more about flight options in your area, or to register your interest in a particular city for booking alerts, visit [www.AirshipVentures.com/Tour](http://www.AirshipVentures.com/Tour), or call 650-969-8100 x111.

**About the Farmers Airship**

Stretching 15-feet longer than a standard Boeing 747 and 50-feet longer than the largest blimp, the Farmers Airship, the Zeppelin *Eureka*, is the world’s largest airship at 246-feet in length. Owned and operated by Airship Ventures, Inc., the airship is one of only two Zeppelins commercially flying in the world today and 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. When not flying in support of Farmers events in communities around the country, the Farmers Airship is based in California and offers passenger flightseeing tours above San Francisco, Silicon Valley, San Diego and Los Angeles.

**About Airship Ventures, Inc.**

Founded in 2007 in California, Airship Ventures, Inc., operates the only commercial 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 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 is a trade name and may refer to Farmers Group, Inc. or the Farmers Exchanges, as the case may be. Farmers Group, Inc., a management and holding company, along with its subsidiaries, is wholly owned by the Zurich Financial Services Group. The Farmers Exchanges are three reciprocal insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange), including their subsidiaries and affiliates, owned by their policyholders, and managed by Farmers Group, Inc. and its subsidiaries. For more information about Farmers, visit our website at [www.Farmers.com](http://www.Farmers.com).

The Farmers name and logo appear on the airship, but Farmers has no ownership interest in Airship Ventures, Inc. and does not operate the airship. Any agreement to fly on the airship is strictly between the passenger and Airship Ventures, Inc. Like any form of travel, there are inherent risks in flying in an airship. Farmers is not responsible for any injuries, damages or losses suffered, or any claims that might result, while flying in or using the airship.