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The Farmers Airship Selected to Provide Aerial Coverage for the 2012 Rose Bowl Game and ESPN's *College GameDay*

Zeppelin airship to offer fans passenger flights over Los Angeles on Dec. 29 and 30

Tweet it: Fly on the airship (@airshipventures) providing @RoseBowlGame & @CollegeGameDay aerial TV coverage Jan. 2. <http://bit.ly/tJl8EO> #RoseBowl

MOFFETT FIELD, Calif. Dec., 8, 2011– For the second consecutive year, the Farmers Airship will serve as the official aerial platform when the University of Wisconsin battles the University of Oregon at the 2012 Rose Bowl Game on Monday, Jan. 2. The Zeppelin airship will also provide aerial TV coverage for ESPN's, *College GameDay Built by The Home Depot*, prior to the game.

"We think it's fitting that the one of the nation's most legendary sporting events have the world's largest airship grace its skies," said Airship Ventures CEO Brian Hall. "We're excited to be invited back to Pasadena for a second year and be able to not only leverage the Zeppelin's advanced technology in support of the national TV broadcasts, but also to play a role in Farmers Insurance's long-time participation in Rose Bowl festivities."

Prior to its Rose Bowl activities, the Farmers Airship will be operating in Long Beach and offering flightseeing tours to the public Dec. 29 and 30. Flights range from 45 minutes to 2-hours and start at \$375/person. Special holiday season pricing applies to all flights one-hour or longer: purchase one seat and receive 50 percent off of a second; these seats start at \$495/person. To book call 650-969-8100 X 111 or visit www.airshipventures.com/tickets.

Media flights are available on Dec. 29 and 30. Interested media should contact Nathalie Cano nathalie@krtmarketing.com / (925-284-6255) by Wednesday, Dec. 21.

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, Los Angeles and San Diego.

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 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.

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.

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