



Airship Ventures

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Airship Ventures and Farmers Insurance Partner, Farmers Airship Returns to Skies *World's Largest Airship's "Retro" Look Marks the Second Marketing Partnership Between the Companies in 2010*

MOFFETT FIELD, Calif., March 29, 2010 – For second time this year, The Farmers Insurance Group has selected Airship Ventures as a marketing partner, re-branding the hull of the Zeppelin *Eureka* with the Farmers logo. The two companies previously partnered in January, when the Farmers Insurance Airship took to the skies above San Diego, providing aerial footage and acting as the ultimate skybox for passengers above the Farmers Insurance Open PGA Golf Tournament at Torrey Pines. The success of this partnership, which exposed the Farmers brand to millions via TV coverage of the tournament on CBS and other networks around the globe, and the ability for Farmers to leverage the airship as a beacon of hospitality and community commitment to thousands of employees and customers on-site and in the region, prompted the second airship branding.

"From the start, Farmers has understood *Eureka's* diverse capabilities means they can design unmatched integrated marketing efforts in support of the Farmers brand and its causes," commented Airship Ventures President Brian Hall. "Embarking on our second partnership, we're eager to surpass the success of the first and continue to provide Farmers with a dynamic platform it can use to communicate and interact with its audiences in unmatched ways."

Under the terms of the current partnership, the Farmers brand will remain on *Eureka's* hull through June. During this time Airship Ventures will continue to operate its regularly scheduled passenger flights above San Francisco, Los Angeles, Monterey and San Diego, as well as special routes above Farmers Insurance Group sponsored events. Additionally, the two companies are working to develop promotions and programs that will integrate their unique strengths, including ways to combine Farmers' on-the-ground expertise with the airship's capabilities as a stable scientific, observation and communication platform, in support of emergency management planning and disaster prevention and relief efforts.

"This is the ultimate billboard for Farmers, showcasing our brand for miles," commented Kevin Kelso, Chief Marketing Officer of Farmers Insurance Group Inc. "Whether its flying over sporting events or flying over community-based fundraisers, the Farmers Airship will be a larger-than-life reminder of Farmers commitment to the communities we serve."

Unveiled last week, *Eureka* 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. The iconic blue and red Farmers shield measures 30 feet high by 50 feet wide, while the 17-foot tall letters spelling out the company name stretch over 105 feet. Fresh from her annual four-week-long maintenance, *Eureka* flew the Farmers brand above the San Francisco Bay Area for a brief stretch of test flights before flying to Long Beach, garnering attention and exposing the Farmers brand to millions throughout California.

Upon arriving in Long Beach, the airship began two-weeks of flightseeing tours above Southern California. In addition to its signature Los Angeles-area routes, *Eureka* will fly a special series of Easter weekend flights in San Diego, as well as take to the skies above several community events in-conjunction with Farmers during this period, weather permitting. Excluding transit flights and the pilot experience, passengers who buy one ticket for a one-hour or longer weekday flight will save 50 percent off a second.



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About the Airship and Purchasing Tickets

Stretching 15-feet longer than a 747 and 50-feet longer than the largest blimp, *Eureka* is the world's largest airship. One of only three Zeppelins currently operating in the world, the 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.airshipventures.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 *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. www.airshipventures.com

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 Web site at www.farmers.com.

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