



FARMERS

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Farmers Announces Partnership with Asian & Pacific Islander American Scholarship Fund
Multi-year Initiative Provides Funding for Scholarships and Outreach Efforts

WASHINGTON, D.C. (April 7, 2009) – Farmers Insurance Group of Companies® announced a two-year partnership with the Asian & Pacific Islander American Scholarship Fund (APIASF), the nation’s largest non-profit organization devoted solely to providing scholarships to (APIA) students. Farmers Insurance will provide direct scholarship support and student outreach initiatives aimed at increasing access to higher education in underserved communities across America.

“Farmers has a long history of supporting education and is pleased to partner with APIASF to ensure that deserving students are able to fulfill their dreams of higher education,” said Daniel Chang, Director of Emerging Markets and Strategic Marketing at Farmers. “Providing access to education is one of the best ways that Farmers can give back to the communities it serves.”

The Farmers initiative will provide direct support for 32 scholarships to be awarded during the 2009-2010 academic year and marketing collateral material including an updated APIASF Web site, informational brochure and DVD. These materials will highlight the need for higher education among the APIA community and increase awareness of scholarship opportunities for students.

APIASF recently launched the first of its marketing initiatives supported by Farmers. It is a newly redesigned Web site at www.apiasf.org that will serve as the premier online resource for APIA students wishing to pursue higher education. The site features improved navigation, enhanced functionality for students and donors, scholar profiles, featured news stories, event and press release archives, and a comprehensive list of scholarship resources for APIA students.

“The impact of Farmers partnership on the APIA community will be immeasurable,” said Neil Horikoshi, APIASF President & Executive Director. “Not only will we be able to provide immediate assistance to underserved students through scholarship funding, but we will be able to reach countless other students, families and communities through the marketing initiatives made possible by Farmers generous support.”

Since 2003, APIASF has provided a critical bridge to higher education for APIA students across the country by awarding more than \$1.8 million in scholarships. APIASF’s vision is to see that all APIA students have the access to higher education and the resources they need to achieve academic, personal and professional success.

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Farmers' commitment to the Asian community extends beyond the support of APIASF.

Farmers recently launched its newest education video program, "*Across The Waves*," highlighting the history of the Asian Pacific American (APA) community. It is comprised of eight 14-minute oral histories from APA leaders representing APA ethnic groups that have contributed to the rich culture of America, including Cambodian, Chinese, Filipino, Japanese, Korean, Laotian, South Asian and Vietnamese. The video is designed to help educate high school students of all backgrounds about the APA experience, and help promote a greater understanding and appreciation of America's diverse culture. In addition, Farmers and its agents also support the Chinese American Expo, Vietnamese Tet Festival and several other cultural and education Asian organizations and causes.

About Farmers Insurance Group

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. For more information about Farmers, visit our Web site at www.farmers.com

About APIASF

The Asian & Pacific Islander American Scholarship Fund (APIASF) is based in Washington, D.C., and is the country's largest non-profit organization devoted solely to providing scholarships for Asian and Pacific Islander Americans. APIASF manages two scholarship programs: APIASF's general scholarship for freshmen and the Gates Millennium Scholars/Asian Pacific Islander Americans (GMS/APIA). Funded by a grant from the Bill & Melinda Gates Foundation and administered by UNCF, the GMS/APIA program provides outstanding Pell Grant eligible APIA students with an opportunity to complete an undergraduate college education in any discipline they choose and a graduate degree in specific fields. APIASF assumed the administration of this program in September 2006. Supporters of APIASF include members of the general public and a wide spectrum of community and professional leaders, organizations and corporations. Corporate supporters include, but are not limited to: Abercrombie & Fitch, AT&T, Bank of America, Chrysler, The Coca-Cola Foundation, Darden Restaurants Foundation, Farmers Insurance, FedEx, General Mills, Hilton Hotels Corporation, IBM, ING, Kellogg's, Macy's Inc., McDonald's USA/Asian McDonald's Operators Association, Met Life Foundation, Nationwide, Sodexo Foundation, Southern California Edison, Target, United Health Foundation, USA Funds, U.S. Navy, Wachovia, Wal-Mart Foundation and Wells Fargo. For more information about APIASF's mission and programs, please visit www.apiasf.org.

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