

**NEW MEXICO
ACTIVITIES ASSOCIATION**



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News Announcement
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Farmers Insurance Group Becomes NMAA Major Corporate Partner

ALBUQUERQUE, NM- The New Mexico Activities Association is proud to announce that the Farmers Insurance Group will be a major corporate sponsor of the NMAA for the 2007 season. Farmers Insurance will be the official presenting sponsor of all NMAA State Championship events.

Each year the NMAA hosts State Championship events in 13 sports; starting in November and concluding in mid May.



The New Mexico Activities Association is excited about partnering with such a well established and successful company.

F A R M E R S

NMAA Executive Director Gary Tripp said “The NMAA is thrilled about the opportunity to work with Farmers Insurance and the quality of service that Farmers constantly delivers to its clients. Our young people throughout the state will most definitely benefit from the generosity and support of Farmers Insurance.”

“Farmers has a long-standing history of developing educational materials and programs addressing issues that are important to students from all backgrounds,” noted Faye McClure, vice president of strategic marketing, Farmers Insurance Group. “We are proud to be a corporate sponsor of the NMAA. It is an extension of Farmers’ commitment to teenagers and their local communities throughout the state of New Mexico.”

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. Headquartered in Los Angeles and doing business in 41 states, the insurers comprising the Farmers Insurance Group of Companies 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.

Questions about the terms of the contract may be directed to Robert Zayas (NMAA Director of Communications) at the NMAA office at (505) 923-3274.