

Progressive RV Brings Its Interactive Experience to the Fred Hall Show

Consumers Can Add to Insider's Guide, Take a Photo With Flo and Talk Insurance

MAYFIELD VILLAGE, Ohio — March 7, 2013 —A customized, 34-foot motor home stuffed with information and cool Progressivegear. That's just one reason Progressive Insurance fans will be pleased to find the company on site at The Fred Hall Show in San Diego, CA, ready to answer policy questions and offer a memorable, interactive experience.

From March 21-24th at the Del Mar Fairgrounds, visitors to Southern California's oldest and largest fishing, boating and hunting show can stop by the Progressive RV to engage with the company and connect with fellow RV enthusiasts. The consumer experience, crafted in partnership with Boulder-based agency Match Action, part of Match Marketing Group, includes the following features:

- The Insider's Guide, a virtual destination where consumers are invited to enter their favorite restaurants, routes and pet-friendly locations
- Photo shoot with Flo, allowing participants to take photos with a lifelike model of the iconic Progressive spokeswoman
- Custom T-shirt press and digital prize wheel, treating visitors to premium souvenirs
- Progressive Lounge, inviting consumers to sit back and relax
- Pickles' Pet Shop, where visitors with pets can receive a custom pet tag, a Progressive leash, dog bones and treats

Of course, anyone with an insurance question can talk policy and quote information with a licensed Progressive Insurance agent on site.

The Fred Hall show is the latest stop for the Progressive RV, which travels to events across the country to educate the outdoor community on the benefits of Progressive Insurance.

About Progressive

The Progressive Group of Insurance Companies (collectively, "Progressive") makes it easy to understand, buy and use auto insurance. Progressive offers choices so consumers can reach us whenever, wherever and however it's most convenient for them — online at progressive.com, by phone at 1-800-PROGRESSIVE, on a mobile device or in-person with a local agent.

Progressive offers insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles and homes. It's the fourth largest auto insurer in the country, the largest seller of motorcycle insurance and a leader in commercial auto insurance. Progressive also offers car insurance online in Australia at <http://www.progressiveonline.com.au>.

Founded in 1937, Progressive continues its long history of offering shopping tools and services that save customers time and money, like Name Your Price®, the Snapshot Discount®, and a concierge level of claims service.

The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, are publicly traded at NYSE:PGR.

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