

Progressive Recognized by CIO Magazine as 2014 CIO 100 Award Winner

MAYFIELD VILLAGE, Ohio — June 2, 2014 — IDG's CIO magazine today announced Progressive® Insurance as a recipient of the 2014 CIO 100. The annual award program recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in information technology (IT).

"For 27 years now, the CIO 100 awards have honored the innovative use of technology to deliver genuine business value," said Maryfran Johnson, Editor in Chief of CIO Magazine & Events. "Our 2014 winners are an outstanding example of the transformative power of IT to drive everything from revenue growth to competitive advantage."

For the 11th time, Progressive, the nation's fourth-largest auto insurer, made the list for its continued efforts in IT and advances in the company's digital advertising strategy. Progressive's team of analysts turned to technology and Big Data to find the most efficient way to spend its media budget and better understand the many billion impressions it serves through online advertising.

"Being recognized on the 'CIO 100' List speaks to our efforts every day to discover and solve consumers' problems or identify people that could benefit from our products but might not be aware of them, using Big Data," said Ray Voelker, CIO of ProgressiveInsurance and also a newly-inducted member of the CIO Hall of Fame. " Progressive's advertising strategy doesn't look the same as it did five years ago, or even three years ago. Digital platforms are an ever-evolving space and by strategically aligning our data sets with our advertising placements, we reduce costs, as well as share key messages with consumers that are of interest to them. It's a true collaboration between business partners and IT within Progressive."

Executives from the winning companies will be recognized at the CIO 100 Symposium & Awards Ceremony, to be held Tuesday evening, August 19th at the Terranea Resort in Rancho Palos Verdes, California.

About the CIO 100

The recipients of this year's CIO 100 award were selected through a three-step process. First, companies filled out an online application form detailing their innovative IT and business initiatives. Next, a team of judges reviewed the applications in depth, looking for unique practices and substantial results. Finally, CIO editors reviewed the judges' recommendations and voted on the final 100.

Complete coverage of the 2014 CIO 100 awards will be online at <http://www.cio100.com/> on August 1, 2014 and in the August 1st issue of CIO magazine.

About Progressive

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

Progressive also offers insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles, as well as home insurance through select carriers. 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®, Snapshot®, and Service Centers.

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

<https://progressive.mediaroom.com/2014-06-02-Progressive-Recognized-by-CIO-Magazine-as-2014-CIO-100-Award-Winner>