

The Progressive Corporation
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Progressive names former Aflac CMO Jeff Charney chief marketing officer

MAYFIELD VILLAGE, OHIO – October 6, 2010 -- Progressive today named Jeff Charney as its new chief marketing officer. Charney comes to Progressive from insurance company Aflac, where he was senior vice president and chief marketing officer. He previously held CMO posts at multimedia retailer QVC and Fringe Ventures, an experiential digital/marketing and consulting company he founded.

“Jeff’s more than 20 years’ experience in marketing, advertising, and public relations make him the ideal person to continue moving our brand forward, including building on the success of our Superstore campaign and finding creative, new ways to communicate with customers and agents about the benefits of Progressive,” said Glenn Renwick, president and CEO of Progressive.

Charney will transition to the CMO role at Progressive in the near future and be responsible for advertising, marketing communications, market research, public relations, agency communications, internal communications, social responsibility, and graphic design.

Charney holds a bachelor’s degree in journalism with a focus on advertising and public relations from the University of South Carolina and a master’s degree in journalism from The Ohio State University.

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 us whenever, wherever, and however it’s most convenient for them—online at [progressive.com](http://www.progressive.com), by phone at 1-800-PROGRESSIVE, 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.progressivedirect.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, trade publicly at NYSE:PGR.

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