

PFA, Insurance Firm Sign Pact

CAMP HILL (Cumberland Co.) — The Pennsylvania Farmers' Association (PFA) and Nationwide Insurance have signed a letter of understanding to form a sponsor relationship.

The action was announced today by Keith W. Eckel, PFA president, and John E. Fisher, Nationwide's general chairman and chief executive officer, after their respective boards approved the proposal.

As a sponsor, PFA will promote Nationwide Insurance products and services to its more than 23,000 members. The sponsor agreement calls for Nationwide Insurance and PFA to work together on mutually beneficial programs involving insurance, membership development and safety education.

Nationwide is one of the largest multi-line insurers in Pennsylvania and the nation. A \$30-billion enterprise headquartered in Columbus, Ohio, Nationwide has major customer service centers in Harrisburg and Butler.

"We are taking this major step in our insurance program to better serve PFA member families, both for their personal and business insurance needs," Eckel said. "This move is the next logical phase in the development of a strong insurance program for PFA members."

Fisher said, "This sponsor agreement continues Nationwide Insurance's heritage of establishing special programs to provide insurance services and products for agricultural organizations. We look forward to a beneficial rela-

tionship with the Pennsylvania Farmers' Association."

Commenting further on the agreement, Eckel said, "When we started offering insurance services in 1977, we had only one goal in mind and that was to meet the insurance needs of our members. That's still our goal. We sought an insurance company that would offer a full line of insurance, give our members strong, long-term stability, and great potential. Nationwide Insurance meets those criteria."

"Nationwide has more than 750 insurance agents in Pennsylvania and an extensive network of claims representatives. They will be a major benefit to our members. And Nationwide's financial strength will give us the flexibility to meet farmers' growing insurance needs."

Eckel said the sponsor decision came after PFA made a major study of the insurance needs of Pennsylvania farmers and had explored different ways to meet those needs. PFA operates an insurance agency which offers a full line of insurance to its members.

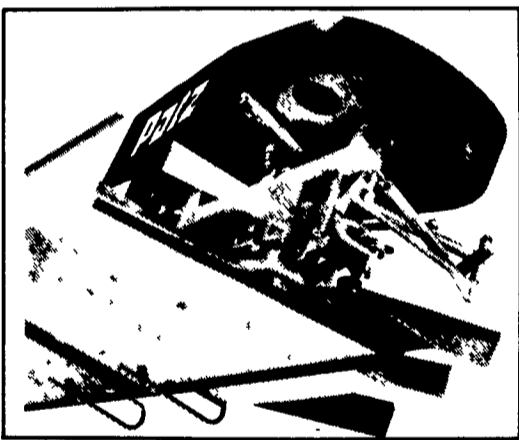
PFA, headquartered in Camp Hill, was organized in 1951, is the largest general farm organization in Pennsylvania. It's affiliated with the American Farm Bureau Federation.

Nationwide was started in 1926 by the Ohio Farm Bureau Federation. The company has sponsor relationships with that federation, the Maryland Farm Bureau, Inc., Farmland Industries, Inc. of Kansas City, Mo., and Ruralite Services, Inc. of Forest Grove, Ore.

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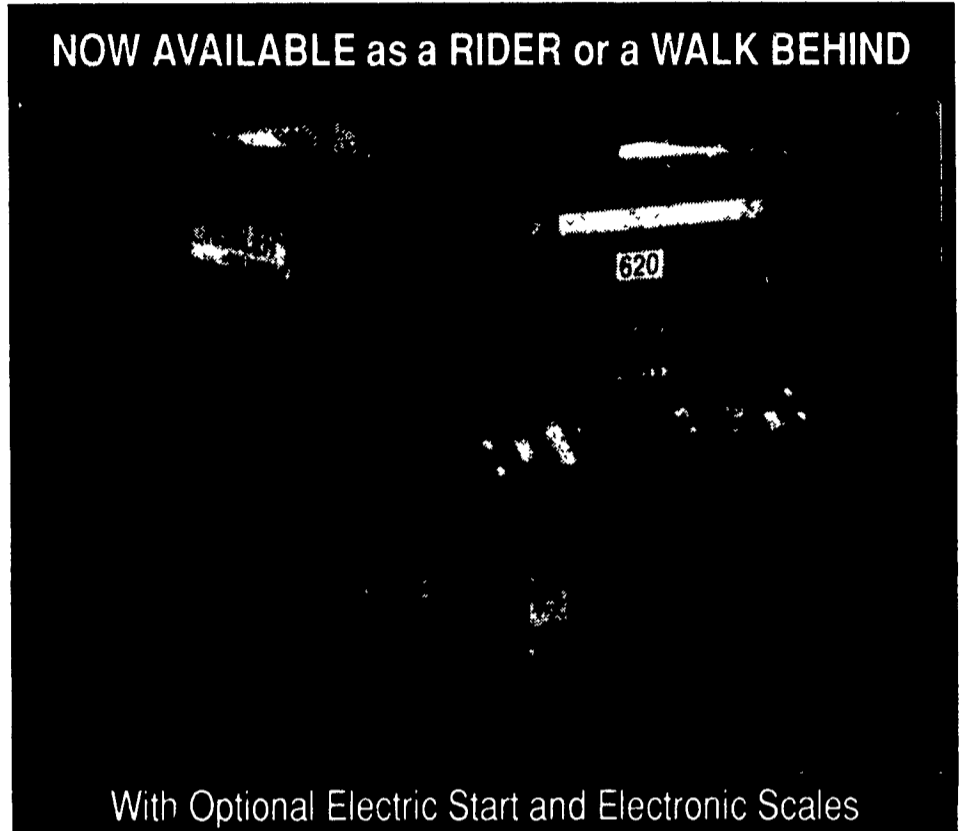
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