INDIANAPOLIS COLTS PRESS RELEASE

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FOR IMMEDIATE RELEASE

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INDIANA FARM BUREAU INSURANCE ACQUIRES NAMING RIGHTS TO THE INDIANAPOLIS COLTS PRACTICE FACILITY

The facility will be known as the Indiana Farm Bureau Football Center.

INDIANAPOLIS – Indiana Farm Bureau Insurance will team with the Indianapolis Colts as the Naming Rights sponsor of the Indianapolis Colts Practice Facility as the Colts begin their 2008 season. The announcement was made today by Tom Zupancic, Senior Vice President of Sales & Marketing for the Colts.

"This is a perfect match. Indiana Farm Bureau Insurance covers the entire state and will be a great partner for us as we continue to build our brand throughout the region. We are proud to associate with a nearly 75-year-old Indiana home-grown company," said Jim Irsay, Owner and CEO, Indianapolis Colts.

"Indiana Farm Bureau Insurance has benefited communities all across the State of Indiana. We're so delighted to be partners with such an upstanding company," said Zupancic. "We're looking forward to a long-lasting relationship and providing even more benefits to our community and fans."

Indiana Farm Bureau Insurance, organized in 1934 by Indiana Farm Bureau, Inc., has grown to include insurance products for auto, life, home, business and farm. Banking and other financial services and products are also available through its local offices.

"The state of Indiana has enthusiastically embraced the NFL World Champion Indianapolis Colts, an organization that has planted its spirit in all 92 Hoosier counties where Indiana Farm Bureau Insurance agents and employees live and work," said Don Villwock, President, Indiana Farm Bureau, Inc. "It's our home-field advantage that will make this partnership successful. Serving Indiana is our collective mission and we're proud to name the Indiana Farm Bureau Football Center."

"Indiana Farm Bureau Insurance and its 480 agents and 1200 employees today celebrate the Indiana Farm Bureau Football Center," added Jerry Canada, Executive Vice President and CEO, Indiana Farm Bureau Insurance. "This exciting, new partnership with the Indianapolis Colts provides a cornerstone for our marketing and advertising campaigns, creating increased visibility for our name and brand in communities throughout the state of Indiana."

INDIANA FARM BUREAU INSURANCE®

We're Part of Your Life®

Indiana Farm Bureau Insurance, organized in 1934 by Indiana Farm Bureau, Inc., has grown to include insurance products for auto, life, home, business and farm. Banking and other financial services and products are also available through its local offices. Indiana Farm Bureau Insurance serves Hoosiers through an extensive network of more than 480 agents and 1,200 employees living and working throughout the state. With a home office in downtown Indianapolis and local offices in all 92 counties, Indiana Farm Bureau Insurance is the largest writer of farm insurance and the second largest writer of personal lines insurance in the state.