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STATE FARM® SIGNS 3-YEAR DEAL WITH THE NFL

Nation's #1 Auto Insurer Teams with the Most Recognized Sports Property in the U.S.

Bloomington, Ill. and New York, October 2, 2006 – State Farm® and the NFL announced today a three-year sponsorship agreement. This marks the first time that the nation's largest insurer of homes and automobiles has joined forces with the nation's most popular sport. The three-year agreement presents State Farm with numerous marketing and advertising incentives, the opportunity to leverage the NFL brand, as well as the first-ever presenting sponsorship of the NFL Pro Bowl beginning with the 2007 game.

"This sponsorship of the NFL allows State Farm to communicate through a channel that reaches millions of people and has an incredibly loyal fan base," said Mark Gibson, assistant vice president - advertising, State Farm. "With this alliance, State Farm is able to leverage the power of the NFL, and effectively reinforce its message that it is committed to being customers' first and best choice."

The partnership agreement also includes trademark rights, broadcast and online media elements, and title sponsorship of "NFL Match Up," a weekly program that provides an in-depth analysis of the weekend's best games. State Farm plans to support the NFL partnership with an integrated marketing plan including national advertising, consumer marketing programs, and on-line promotion.

"We are pleased to welcome State Farm to our roster of sponsors," said Peter Murray, NFL VP of partnership marketing and corporate sales. "We look forward to working with State Farm on year-round marketing programs, including the presenting sponsorship of one of our fans' favorite events, the Pro Bowl."

State Farm continues to pursue unique opportunities in the marketing arena. In the past year, State Farm has expanded its front-line sponsorships to include NASCAR drivers Jeff Burton and Reed Sorenson; USA Basketball; USSA Snowboarding, and Disney-Pixar's smash hit, "CARS." State Farm is also an official corporate sponsor of the NCAA. By teaming with the NFL, the number one sport in the U.S., State Farm can further extend its brand to new audiences.

More information about State Farm and the National Football League can be found at www.statefarm.com and www.nfl.com.

About State Farm

State Farm® insures more cars than any other insurer in North America and is the leading U.S. home insurer. State Farm's 17,000 agents and 68,000 employees serve over 74 million auto, fire, life and health policies in the United States and Canada, and more than 1.8 million bank accounts. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No.22 on the Fortune 500 list of largest companies. For more information, please visit statefarm.com® or in Canada statefarm.ca™.

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