

Press Release

American Family Insurance Sponsors *The Family You Choose*, at Wrigley Field throughout the 2009 Season

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(Chicago—The Chicago Cubs' will highlight Major League Baseball's time-honored tradition of family entertainment by selecting an Honorary American Family Insurance, *Family of the Game* to be honored in an on-field ceremony just prior to the start of each regular season game. Additionally, families will be chosen every game from the *American Family Insurance Family Insurance Seating* section to receive autographed memorabilia from Cub's players.

"We are proud to be a part of the special atmosphere for families and the 3 million-plus fans that choose to see a Cubs game at Wrigley Field," said Cesar Pinzon, Chicago Metro sales director for American Family Insurance. Research commissioned by Major League Baseball (MLB) has found that professional baseball is a favorite among women sports fans, especially in part because a trip to the ballpark provides the opportunity for quality time in an atmosphere they prefer for their families. The sponsorship concept was created by Avanti International Marketing Communications, Northfield, IL.

Based in Madison, Wis., American Family Insurance offers auto, homeowners, life, health, commercial and farm/ranch insurance, plus financial services, in 18 states. American Family Mutual Insurance, Inc. ranks 323 on the Fortune 500 list and is the nation's third largest mutual property/casualty insurance company.

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For more information contact: Mark Rose, Avanti International Marketing Communications (847) 461-6041 mrose@avanti-intl.com

For more information on American Family Insurance:
<http://www.amfam.com>

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