



STATE FARM® &

THE 50 MILLION POUND CHALLENGE

State Farm's Commitment to Communities

Dr. Ian Smith is teaming up on The 50 Million Pound Challenge with State Farm, which is sponsoring the initiative as part of its commitment to the African-American community and to all communities in which its employees live and work.

The Challenge is about more than just losing weight. It's about giving people the tools, information and principles to change their lives. State Farm cares about people the way good neighbors do—looking for ways to improve the quality of life not just of their customers, but of the entire community.

"This campaign is ultimately about helping people live longer, more productive lives," said Pam El, Vice President of Marketing at State Farm.

"We care about the health of our communities. State Farm is proud to work with Dr. Ian on an issue that has such a positive impact on so many people's lives in the African-American community."

"State Farm's support and concern in this effort has been outstanding," said Dr. Ian Smith, who originated the 50 Million Pound Challenge. "They really get it."



Pamela K. (Pam) El is vice president of marketing at State Farm's corporate headquarters in Bloomington, IL. Pam joined State Farm in 2002 as assistant vice president, advertising, bringing with her more than 18 years of advertising and brand management expertise, and was promoted to her current position in 2004. She has an extensive marketing and advertising background.

As senior vice president at The Martin Agency in Richmond, VA, Pam managed brands such as Marriott, Bank One and US WEST. She spent three years in Denver as vice president of communications for US WEST (now Qwest), and most recently was vice president of communications for Terabeam, a high-speed data communications company in Seattle. There, she oversaw brand management, public relations, internal communications, advertising and web development.

Pam received a bachelor's degree in mass communications from Virginia Commonwealth University. She is a member of the VCU AdCenter, a graduate program for writers and art directors, and is an alumnus and board member of the Women's Leadership Institute of Denver. Pam is a member of the Association of National Advertisers (ANA) Brand Council, and the chairman of the Brand Council at State Farm. Pam and her husband, Bill Bey, live in Bloomington.

Fast Facts 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 17,800 agents and 68,000 employees serve over 74 million auto, fire, life and health policies in the United States and Canada. State Farm also offers customers banking, annuities and mutual fund products. 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.

Headquarters:
Bloomington, IL

Chairman and CEO:
Ed Rust Jr.

Employees:
68,000

Agents:
17,800

Claims Offices:
391 State Farm claims offices serve policyholders companywide. 30,600 employees—almost half of State Farm's work force—deal with claims in some fashion. Policyholders can also initiate the claim process online.

Operations Centers:
24 operations centers in 13 zones have staffs that underwrite insurance policies, process claims and oversee the company's business in their areas.