



FOR IMMEDIATE RELEASE

GEICO STRIKES NATIONAL PARTNERSHIP WITH AFL

*Auto Insurer to be Visible on Goal Line, 15(%) Yard Lines
in All AFL Arenas Through 2018*

LAS VEGAS (April __, 2016) – The Arena Football League (AFL) announced today that it has entered into a multi-year partnership arrangement with GEICO, the nation’s second largest auto insurer and one of the country’s most recognized brand names.

The new arrangement, which runs through the 2018 season, gives GEICO ownership of the newly branded GEICO Blue Zones. GEICO’s iconic branding will be visible in the area stretching from the 10 to 15 yard lines on each side of the field. The GEICO logo will also be featured across the GEICO Goal Line, dasher boards and throughout all eight AFL venues. The agreement also calls for markers at the 15-yardline to be labeled “15%” to coincide with the insurer’s well-known promotion urging customers to take 15 minutes to save 15% on their auto coverage.

“GEICO is a tremendous partner that shares many of the AFL’s core values,” said League Commissioner Scott C. Butera. “They are leaders in their industry who have become dominant sports sponsors. They provide high quality auto insurance services and deliver them at great value, and they connect with their audiences with creative and entertaining messages. The AFL is thrilled to be teaming up with an organization of such stature”.

GEICO’s decision to partner with the League follows an announcement late last month that the AFL will expand with a new franchise in Washington DC. This development that puts the League in seven of the nation’s top 20 media markets beginning with the 2017 season.

“We are excited to be the Official Auto Insurance Partner of the AFL,” said Ted Ward GEICO VP of Advertising. “American football is extremely popular in this country and the AFL offers another great opportunity for us to connect and build brand awareness with a legion of football fans and enthusiasts who attend their games.”

"This is actually the second league-wide marketing deal GEICO has done in the past 6 months (see ECHL.com). With the ECHL we took the historically red goal posts and branded them "GEICO Blue." With the AFL, we have inserted the GEICO 'Blue Zone' - a takeoff on the NFL's Red Zone, turning the 15-yard line into the "15% yard line," said Troy Miller, President of Division ONE Sports, who negotiated the deal on behalf of GEICO. "Both are a very creative and fun way to get GEICO's name out in front of people."

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About the AFL

The Arena Football League enters its 29th Season in 2016. Since its inception in 1987, the Arena Football League has showcased a fast-paced and exciting game to millions of fans in a myriad of markets across the country. The ESPN family of networks and CBS Sports Network nationally broadcast AFL games each week, culminating with the ArenaBowl on ESPN. For all the latest news and discussion on the Arena Football League, follow the AFL on Facebook, Twitter, and Instagram (@aflarenaball).

About GEICO

GEICO (Government Employees Insurance Company) is a member of the Berkshire Hathaway family of companies and is the second-largest private passenger auto insurance company in the United States. GEICO, which was founded in 1936, provides millions of auto insurance quotes to U.S. drivers annually. The company is pleased to serve more than 13 million private passenger customers, insuring more than 22 million vehicles (auto & cycle). Using GEICO's online service center, policyholders can purchase policies, make policy changes, report claims and print insurance ID cards. Policyholders can also connect to GEICO through the GEICO App, reach a representative over the phone or visit a GEICO local agent. GEICO also provides insurance quotes on motorcycles, boats, all-terrain vehicles (ATVs), travel trailers and motorhomes (RVs). Coverage for life, homes and apartments is written by non-affiliated insurance companies and is secured through the GEICO Insurance Agency, Inc. Commercial auto insurance and personal umbrella protection are also available. For more information, go to www.geico.com.

About Division ONE Sports

Founded in 2003 by sports industry veteran Troy Miller, Division ONE Sports specializes in providing companies with turnkey sports marketing and consulting services in areas such as stadium/arena TV-visible signage, branding, sponsorship/media, IP rights, promotional rights, on-site activation, database marketing, social media, and VIP Hospitality. Troy has represented GEICO and several other blue-chip clients for over 10 years and handles the majority of GEICO's Major Division 1 NCAA School, Conference, and Special Event deals as well as several NFL, NHL, NBA, and MLB relationships across the country. Troy has negotiated well over \$100 Million in sports sponsorship/media deals over the years and has been a veteran of the industry for over 25 years. Troy graduated from Ohio University and travels extensively between offices in Cincinnati, Dallas, and New York.

#AFL29

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