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PR Project Report

National Insurance Crime Bureau/Chula Vista Police "Vehicle Theft Prevention Day"
Saturday, August 26, 2006 from 11 a.m. to 4 p.m.
Chula Vista (shopping) Center

PR Goal: Enhance the image of Mercury Insurance by raising public awareness for

- Mercury's efforts to protect consumers/policyholders
- Mercury's active support of the National Insurance Crime Bureau (NICB)
- Mercury's active support of law enforcement

(Success at this event will help set the stage of a statewide effort with NICB and California Highway Patrol.)

Strategy: Publicly position Mercury side-by-side with NICB and law enforcement

Tactic: Provide Mercury PR support to NICB and generate positive editorial coverage featuring Mercury, NICB and law enforcement

Results: Editorial coverage featuring Mercury, NICB and law enforcement:

(The text in each listing is provided by the clipping service and it contains typos and industry jargon. References to Infinity and Geico are based on their respective signage at the event.)

The following TV-news story can be viewed at:

http://208.255.115.175/UserSavedClips/Randy%20Garcia_0002.wmv

Wednesday, August 23, 2006 at approximately 6:15 a.m. - 3 1/2 minute live segment

NBC/KNSD TV San Diego

Dan Bales, Manager of Special Investigations Unit, Mercury Insurance, discusses Vehicle Theft Prevention, along with Randy Garcia, Senior Special Agent, National Insurance Crime Bureau.



The following TV-news stories can be viewed at:

<http://media.vmsnews.com/MR.pl?id=090106-647974-I000741006>

Saturday, August 26, 2006 at approximately 7:15 a.m. - 3 1/2 minute live segment

KUSI-TV San Diego

Dan Bales, Manager of Special Investigations Unit, Mercury Insurance, discusses Vehicle Theft Prevention, along with Sgt. Joe Cline of Chula Vista Police and Randy Garcia, Senior Special Agent, National Insurance Crime Bureau.

Saturday, August 26, 2006 at approximately 8:30 a.m. - 3 1/2 minute live segment

KUSI-TV San Diego

Dan Bales, Manager of Special Investigations Unit, Mercury Insurance, explains what to do if your car is stolen.

Thursday, August 24, 2006 at approximately 7:30 a.m. - 3 1/2 minute live segment

FOX/XETV TV San Diego

Dan Bales, Manager of Special Investigations Unit, Mercury Insurance, discusses Vehicle Theft Prevention, along with Sgt. Joe Cline of Chula Vista Police and Randy Garcia, Senior Special Agent, National Insurance Crime Bureau.

The following TV-news story can be viewed at:

<http://media.vmsnews.com/MR.pl?id=090106-648028-L000741165>

Saturday, August 26, 2006 at approximately 10:00 p.m. - 2 minute taped segment

KUSI-TV San Diego

Dan Bales, Manager of Special Investigations Unit, Mercury Insurance, discusses Vehicle Theft Prevention, along with Sgt. Joe Cline of Chula Vista Police and Randy Garcia, Senior Special Agent, National Insurance Crime Bureau.

A prior commitment of Mercury's SIU spokesperson prohibited Mercury from being included in the following coverage:



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Friday, August 25, 2006 at approximately 6:15 a.m. - 3 1/2 minute live segment

CBS/KFMB San Diego

Dan Bales, Manager of Special Investigations Unit, Mercury Insurance, was not available for an interview. It was decided that his expertise was required for this subject matter to reflect well on Mercury. Thus the interview was done by only Sgt. Joe Cline of Chula Vista Police and Randy Garcia, Senior Special Agent, National Insurance Crime Bureau.

Saturday, August 26, 2006 at approximately 6:35 p.m.

NBC/KNSD San Diego

Car theft prevention: Police say Chula Vista is a magnet for car thieves and today authorities tried to do something about that. V; Today Vehicle Theft Prevention Day at Chula Vista Center. V; Infinity, Geico.com, Lo Jack booth at center V; UPS drop off box near the event. V; NICB; National Insurance Crime Bureau banner. I; Sgt. Joe Cline, Chula Vista P.D., trying to bring awareness to the community so they are better prepared to protect their property. GR; Anti-Auto Theft Tips National Insurance Crime Bureau tips list.

Saturday, August 26, 2006 at approximately 8:10 a.m.

NBC/KNSD San Diego

Car theft: Chula Vista Police help raise awareness on vehicle theft. V; Geico banner on table. GR; Theft tips, courtesy National Insurance Crime Bureau.

Saturday, August 26, 2006 at approximately 10:35 p.m.

WB/KSWB San Diego

Car theft: Today the Chula Vista Center hosted a vehicle theft prevention fair with Chula Vista Police. V; Car theft prevention event with Infinity, Geico, UPS, and Lo Jack logos. I; Sgt. Joe Cline, Chula Vista Police, comments on car theft prevention. GR; Anti auto theft tips courtesy the National Insurance Crime Bureau.

Saturday, August 26, 2006 at approximately 8 a.m.

KUSI-TV San Diego

Last year more than 14,000 cars were stole. So far over 6,000 cars have been swiped. Police say thieves have eyes for Hondas. Particularly civics. It is the model Most Stolen



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Saturday, August 26, 2006 at approximately 11:00 p.m.

KUSI-TV San Diego

Car Theft Craze: In San Diego County cars are stolen every moment. V; Cars. Police say owners should have The Club or OnStar. I; Randy Garcia, National Insurance Crime Bureau, talks about keeping your car safe.

Saturday, August 26, 2006 at approximately 11:30 p.m.

KUSI-TV San Diego

Car Theft Craze: In San Diego County cars are stolen every moment. V; Cars. Police say owners should have The Club or OnStar. I; Randy Garcia, National Insurance Crime Bureau, talks about keeping your car safe.

Saturday, August 26, 2006 at approximately 12:30 p.m.

ABC/ KGTV TV San Diego

Stolen Cars: Local police have released statistics on stolen cars, and Hondas accounted for the bulk of them. V; cars being stolen. GR; Most stolen, Honda Accords, Civics.

Saturday, August 26, 2006 at approximately 5:45 p.m.

ABC/ KGTV TV San Diego

Car Theft: Anchor gives the statistics on local car thefts today. V; theft investigation footage, surveillance footage. GR; Most Stolen Cars, comments on Honda Accord, Honda Civic.

Saturday, August 26, 2006 at approximately 6:35 p.m.

ABC/ KGTV TV San Diego

Last year more than 14,000 cars were stolen and Honda models accounted for most. The most top five models were the 1991 Honda cords and the civics from 93, 94, 95 and 99. The problem of auto theft is growing in Chula Vista. So the police department spoke to concerned residents. Vehicle theft is one of their most significant problems. Police and the NICB held a presentation at the Chula Vista Center covering from how vehicle theft impact auto insurance rates and preventing vehicle theft. The basic was don't leave your keys in your car. People are really in a hurry. A lot of times people are not thinking and sometimes they leave keys in the car leave cars unlocked it is just another way of reminding people to take a little bit more time.



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BRICE
& ASSOCIATES

Saturday, August 26, 2006 at approximately 7:05 p.m.

ABC/ KGTV TV San Diego

Stolen cars: Vehicle theft is the biggest problem, according to Chula Vista Police Department and the National Insurance Crime Bureau. V; Cars driving on roads. I; Sergeant William Cline, Chula Vista police, discusses why cars are stolen so often.