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**For Immediate Release**

## **Progressive Insurance Named Title Sponsor of NMMA Boat & Sportshows**

### ***NMMA's 18 Boat & Sportshows to Carry the Progressive Insurance Name from 2012-2014***

**CHICAGO – October 11, 2011** – The [National Marine Manufacturers Association](#) (NMMA), the world's largest producer of boat shows and the association representing the recreational boating industry in North America, announced today [Progressive® Insurance](#), a leader in boat insurance, as the title sponsor of its [18 boat and sportshows](#) from 2012-2014.

"We're thrilled to have Progressive® Insurance on board as the title sponsor of NMMA boat and sportshows. Our involvement with this great organization will help bring boating to more consumers and reach millions of potential show attendees, elevating the NMMA shows' brand. In addition, this partnership will provide new resources to invest in our shows to help grow attendance, improve the consumer experience, and ultimately attract more customers for our exhibitors," said Ben Wold, executive vice president, NMMA.

"We're excited to collaborate with the NMMA and support the boating industry," said Rick Stern, Progressive's boat product manager. "Seventy-five million people participated in recreational boating in 2010, and hundreds of thousands of them attend boat shows. This sponsorship is a great opportunity to let boaters know that with Progressive boat insurance they can go wherever they choose, whenever they choose and have peace of mind they're protected with our flexible, year-round coverage."

Here is the official 2012 NMMA boat and sportshow schedule:

- [Progressive® Insurance Atlanta Boat Show](#), January 12-15, 2012
- [Progressive® Insurance Atlantic City Boat Show](#), February 1-5, 2012
- [Progressive® Insurance Baltimore Boat Show](#), January 19-22, 2012
- [Progressive® Insurance Chicago Boat, Sports & RV Show](#), January 12-16, 2012
- [Progressive® Insurance Kansas City Boat & Sportshow](#), January 19-22, 2012
- [Progressive® Insurance Louisville Boat, RV & Sportshow](#), January 25-29, 2012
- [Progressive® Insurance Miami International Boat Show](#), February 16-20, 2012
- [Progressive® Insurance Minneapolis Boat Show](#), January 19-22, 2012
- [Progressive® Insurance Nashville Boat & Sportshow](#), January 12-15, 2012
- [Progressive® Insurance New England Boat Show](#), February 11-19, 2012
- [Progressive® Insurance New York Boat Show](#), January 4-8, 2012
- [Progressive® Insurance Northwest Sportshow](#), March 28-April 1, 2012
- [Progressive® Insurance Norwalk Boat Show](#), September 20-23, 2012

- [Progressive® Insurance Rosemont Sportfishing, Travel & Outdoor Show](#), January 25-29, 2012
- [Progressive® Insurance St. Louis Boat & Sportshow](#), February 8-12, 2012
- [Progressive® Insurance Strictly Sail Chicago](#), January 26-29, 2012
- [Progressive® Insurance Strictly Sail Miami](#), February 16-20, 2012
- [Progressive® Insurance Tampa Boat Show](#), September 21-23, 2012

Progressive will have an interactive booth at each show where people can participate in boat-related activities; pick up a free gift; and gather with fellow boaters.

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#### **About NMMA**

National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry in North America. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S. and Canada. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. For more information visit [www.nmma.org](http://www.nmma.org).

#### **About Progressive**

The Progressive Group of Insurance Companies is a leader in [boat insurance](#) and the largest seller of personal watercraft insurance in the U.S. It offers flexible, year-round coverage so boaters can go wherever they choose, whenever they choose and have peace of mind they're protected. Specialty coverages which vary by state include [On-Water Towing](#), [Roadside Assistance](#), [Personal Effects](#), [Total Loss Replacement](#), and [Pet Injury](#).

Progressive makes it easy to understand, buy, and use [vehicle insurance](#). Progressive offers [choices](#) so consumers can reach us whenever, wherever, and however it's most convenient for them—online at [progressive.com](http://progressive.com), by phone at 1-800-PROGRESSIVE, or in-person with a local agent.