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EMPLOYERS INSURANCE GROUP TO TAKE A LEADING ROLE IN 2006 RENO-TAHOE OPEN SPONSORSHIP

RENO, Nev. (March 23, 2006)—The Reno-Tahoe Open announced today that Employers Insurance Group (EIG), a northern Nevada-based group of companies in the property and casualty industry specializing in workers' compensation insurance and services, will serve as the official sponsor of the Wednesday Pro-Am competition during this year's Aug. 21-27 tournament, making the company's commitment the largest thus far in the 2006 tournament. EIG has steadily increased its Reno-Tahoe Open sponsorship from an entry-level commitment when the tournament was first established seven years ago, to its current level.

Established in 1999, the Reno-Tahoe Open is the region's only professional-level sporting event and has grown into a premier marketing opportunity for many northern Nevada businesses, as well as being a fun-filled week for fans of professional golf. The 2006 Reno-Tahoe Open provides an opportunity for EIG to reach a targeted demographic in a personal and interactive manner for what is being billed as, "The PGA TOUR Meets Reno-Tahoe, America's Adventure Place." EIG's regionally-based workers' compensation insurance companies receive naming rights for the August 23 Pro-Am event, now known as the "Reno-Tahoe Open Pro-Am presented by Employers Insurance Group," in addition to signage and logo placement at all 18 holes, Pro-Am player spots and other sponsor benefits including special client events, golf-related gifts and a suite on-site throughout the tournament week.

"The Reno-Tahoe Open is providing Employers Insurance Group with the opportunity to showcase EIG's northern Nevada headquarters," said Douglas D. Dirks, EIG Chief Executive Officer. "Our group of companies is proud of its solid, financial strength, its stable position in the market, and our approachability when dealing with independent insurance agents. It's these agents who know our workers' compensation insurance and services, and to whom we want to show off our incredible Reno-Tahoe home base. Support for the Reno-Tahoe Open is a sound business move which, in our case, will allow agents and our other business partners to get to know more about Employers Insurance Group, and our northern-Nevada-based, continually expanding regional market."

Governor Kenny C. Guinn, who led the effort to privatize state industrial insurance in 1999, said, "The Reno-Tahoe Open is an event that all Nevadans should be proud of and embrace as their own. Employers Insurance Group's significant support of this major Nevada event demonstrates EIG's commitment to the state and the depth of its Nevada roots."

According to the Reno-Tahoe Open's Jim Kline, "The Employers Insurance Group sponsorship is huge for the Reno-Tahoe Open. This group of companies has been a wonderful sponsor through the years and it really knows how to utilize the tournament to benefit its workers' compensation business. We're thrilled that EIG has committed to this next level and committed to the long-term success of the Open."

Reno-Tahoe Open Foundation Chair, John Sande III, partner with Jones Vargas law firm in Reno, Nev. and a member of Montréux Golf & Country Club, said, "Employers Insurance Group is a perfect example of what supporting the Reno-Tahoe Open can do for your business. EIG utilizes the tournament to treat its agents and other business partners to a special experience only found at this type of event, and has steadily committed to higher levels of involvement. The Reno-Tahoe Foundation wants to work with other businesses that believe in the tournament like Employers Insurance Group. So we ask, who's next?"

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The Reno-Tahoe Open offers sponsorships, including the new 2006 Drivers Program, as well as ticket packages. For details, contact the Tournament Office at 775-322-3900 or visit www.RenoTahoeOpen.com.

Employers Insurance Group (EIG), rated A- (Excellent) by A.M. Best for its financial strength, is a group of companies in the property and casualty industry specializing in workers' compensation insurance and services. EIG is known for superior services and competitively-priced products, including claims management, loss prevention consulting, and care management. EIG is headquartered in Reno, Nevada, with eight strategically-located offices serving seven states. Learn more about insurance and services available from EIG at www.eig.com.

The 2006 Reno-Tahoe Open PGA TOUR is scheduled for Aug. 21-27, 2006 at Montr ux Golf & Country Club in Reno and is broadcast nationally on The Golf Channel. Now in its eighth year, the tournament is the only PGA TOUR event in northern Nevada and features a field of 132 PGA TOUR professionals competing for a \$3 million purse. The Reno-Tahoe Open is operated and managed by the Reno-Tahoe Open Foundation comprised of its members including the Eldorado Hotel Casino, International Gaming Technology, Montr ux Golf & Country Club, Reno-Sparks Convention and Visitors Authority and Sierra Pacific Resources.

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