



FARMERS

JINGLE CONTEST

VIDEO APPEARANCE FORM

I am a participant in a video described below ("Video") that has been submitted for posting in the Farmers Insurance Group Facebook page or the Facebook page of participating Farmers agents in connection with the Farmers Insurance 2011 Jingle Contest (the "Contest"). I have reviewed the Contest's Terms and Conditions as set forth in http://www.farmers.com/jingle_contest.html, and I confirm that my participation and the Video are in compliance with those Terms and Conditions, and I accept those Terms and Conditions.

I hereby irrevocably grant to the companies comprising the Farmers Insurance Group, their successors, assigns, agents and licensees (collectively, "Farmers"), the right (but not the obligation), in perpetuity, throughout the world, to use the Video by whatever means exhibited, advertised or exploited

On my own behalf, and on behalf of my heirs, next of kin, executors, administrators, successors and assigns, I do hereby release Farmers from any and all claims, liabilities and damages arising out of the rights granted hereunder, or the exercise thereof.

Date

Printed Name

Telephone Number

Signature

Description of Video

CONSENT OF PARENT OR GUARDIAN

I am the (Mother ____, Father ____, or legal guardian ____, of _____, a minor under the age of 18 who appears in the Video. I hereby join in and add my irrevocable consent to the foregoing grant and agreement. I agree to indemnify Farmers and to hold it harmless from any and all damages, losses and expenses resulting from any actual or purported disaffirmance or rescission of the above agreement.

Signature of Parent or Guardian

Name of Parent or Guardian