

America Voted: GEICO Caveman Named Favorite Advertising Icon

by *Business-Wire*

WASHINGTON, Sep 24, 2008 (BUSINESS WIRE) -- The more the Cavemen try to distance themselves from GEICO, the more attention they bring to the auto insurer, all of which helps GEICO keep on its record growth pace.

This week the GEICO Caveman was voted one of the country's most popular advertising icons for 2008, following in the footsteps of the well-known GEICO Gecko who won the honor in 2005.

"It's still a bit surprising how enthusiastically people have responded to the Caveman," said Ted Ward, vice president of GEICO marketing. "This is our second win in the national voting. First the Gecko and now the Caveman. It's a great reflection on how we try to get our targeted messages across."

Ward added, "I called to congratulate the Cavemen for their win, but they weren't very excited. As you may know, they don't like us all that much."

The GEICO-Caveman feud began four years ago when the insurance company described their user-friendly Web site with the slogan, "So easy, a caveman could do it."

"I guess I can see why they were offended," Ward noted.

GEICO worked with The Martin Agency in Richmond, Va., on the development of the Caveman campaign since 2004 as a way to brand GEICO's Web site. The sarcastic, yet sophisticated, spokesmen have been part of the American pop culture ever since.

Sharing the honor for this year's favorite icon are the Serta sheep, representing Serta Mattresses.

GEICO (Government Employees Insurance Company) is the third-largest private passenger auto insurer in the United States based on the latest 12 months written premium. It provides auto insurance coverage for nearly 8.5 million policyholders and insures more than 14.4 million vehicles.

In addition to auto insurance, GEICO offers customers insurance products for their motorcycles, all-terrain vehicles (ATV's), boats, homes, apartments and mobile homes. Commercial auto insurance and personal umbrella protection and life insurance are also available.

As a member of the Berkshire Hathaway group of companies, GEICO is rated A for financial stability by A.M. Best Company and ranks at the top of several national customer satisfaction surveys. For more information, go to <http://www.geico.com>.

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