



Erie Insurance Helps Teens Warn Drivers Don't Text and Drive in Public Service Announcement

(Erie, Pa.) June 14, 2010 - School's out for summer and teens from Erie Insurance's Lookin' Out program have a message for their peers: don't text and drive. That's the warning being issued to teen drivers in a public service announcement produced in partnership with Erie Insurance to encourage young drivers to drive safely.

The PSA, "Warning: Bad Texting Conditions," was produced as part of Erie Insurance's Lookin' Out program, a peer-to-peer safe teen driving program in more than 100 schools across Pennsylvania, New York, Ohio, Virginia, West Virginia, Maryland, North Carolina, Illinois, Indiana and Wisconsin.

"Distracted driving is a dangerous habit at any age, but especially for young, inexperienced drivers," says Megan Euston, Lookin' Out program coordinator. "When you're behind the wheel, nothing is more important than focusing on the road. Erie Insurance and our agents are proud to work with young drivers to help make the roads safer for everyone."

Teens from Pittsford Sutherland High School in Pittsford, N.Y. submitted the winning PSA designed to build awareness and positively impact teen driving behavior. Greta Antonsdottir, Hilal Arshad, Jonathan Fricke, Teddy Hamlin, Ed Hoi, and Henry Wells wrote, produced and were featured in the 30-second commercial that showcases text messages falling like rain onto a car windshield, clouding the driver's vision and causing a crash.

"Some kids say they can text without looking at their phone, but I don't know how they do it," says Greta Antonsdottir, who stars as the driver in the PSA. "It's hard enough just learning to drive without the added distraction of texting."

The Lookin' Out program was created by Erie Insurance in 2000 to address the number one killer of teens: auto accidents. Lookin' Out seeks to educate young drivers and save lives. The program uses positive peer reinforcement through messages created by students for their friends.

For Lookin' Out program information, visit www.erieinsurance.com/lookinout.

According to A.M. Best Company, Erie Insurance Group, based in Erie, Pennsylvania, is the 14th largest automobile insurer in the United States based on direct premiums written and the 18th largest property/casualty insurer in the United States based on total lines net premium written. The Group, rated A+ (Superior) by A.M. Best Company, has over 4.1 million policies in force and operates in 11 states and the District of Columbia. Erie Insurance Group ranks 484 on the FORTUNE 500.

Erie Insurance earned J.D. Power and Associates' award for "Highest in Customer Satisfaction with the Auto Insurance Shopping Experience." This recognition is based on the results of the 2010 Insurance Shopping Study, which evaluates the experience of customers purchasing a new auto insurance policy. Erie Insurance has also been recognized on the list of Ward's 50 Group of top performing insurance companies. The Ward's 50 award analyzes the financial performance of 3,000 property and casualty companies and 800 life-health insurance companies and recognizes the top performers for achieving outstanding financial results in safety and consistency over a five-year period (2004-2008).

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