



Nationwide[®]
On Your Side



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Tavis Smiley and Nationwide Mutual Insurance Company
Announce Exclusive Three Year Partnership

Includes 2008 five-city tour and 2009 State of the Black Union sponsorship

Columbus, Ohio—Nationwide Mutual Insurance and the Tavis Smiley Group (TSG) today announced an exclusive three-year marketing partnership.

Under terms of the new partnership, Smiley's exclusive affiliation with Nationwide will include:

- Nationwide's exclusive sponsorship of Smiley's PBS television program as a provider of property & casualty insurance products.
- Nationwide's national sponsorship of the 2009 State of the Black Union event to be held next February in Los Angeles.
- Nationwide's sponsorship of an exclusive five-city tour in which Smiley and Nationwide will join forces to promote economic empowerment and financial literacy. Tour stops will include:
 - Columbus, Ohio, May 17
 - Raleigh, North Carolina, May 31
 - Richmond, Virginia, June 14
 - Atlanta, Georgia, June 28
 - Dallas, Texas, November 8

Nationwide is dedicated to helping customers protect their investment and prepare for the future by offering a broad range of insurance and financial service products and solutions.

"We're proud to partner with Tavis Smiley to further empower and educate the American consumer around our products and services" said James Lyski, chief marketing officer for Nationwide. "Nationwide shares many of the same values that Tavis represents. We believe there is a tremendous opportunity to reach the marketplace through this unique partnership with one of the nation's most recognized thought leaders."

Reaching an audience of millions every week, Smiley is the first person in the history of public broadcasting to host a daily national program on PBS and NPR. Smiley uses his media properties and influence to engage audiences in a respectful dialogue addressing today's most pressing issues.

"We are pleased to share the journey of empowerment alongside with Nationwide. The synergy of the partnership was founded on shared principles of advocacy and service" says Smiley. "The work is important. It's encouraging when corporations commit to a demonstrated involvement. Nationwide's interest in our continuous efforts, derived from The Covenant, with financial literacy, entrepreneurship, accessing jobs, wealth development, and securing our families made sense for us to collaborate."

About Tavis Smiley and the Tavis Smiley Group

Smiley, who started his career as an aide to the late Los Angeles mayor Tom Bradley, also offers political commentary twice weekly on the nationally syndicated *Tom Joyner Morning Show*. In addition, he has authored eleven books. Smiley made publishing history when the book he edited, the *Covenant with Black America* reached #1 on the *New York Times* bestseller list. His latest is *What I Know For Sure: My Story of Growing up in America* (Doubleday). The Smiley Group, Inc. is a communications corporation established in support of human rights and related empowerment issues. TSG serves as the holding company for various enterprises encompassing broadcast and print media, lectures, symposiums and the Internet. For more information, visit www.tavistalks.com.

About Nationwide

Nationwide, based in Columbus, Ohio, is one of the largest diversified insurance and financial services organizations in the world, with more than \$160 billion in assets. Nationwide ranks #104 on the *Fortune 500* list. The company provides a full range of insurance and financial services, including auto, motorcycle, boat, homeowners, life, farm, commercial insurance, administrative services, annuities, mortgages, mutual funds, pensions, long-term savings plans and health and productivity services. For more information, visit www.nationwide.com.

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