

SPREADING THE NEWS

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GEICO's \$2 million contribution strengthens Step Up For Students Scholarship Program

Tampa, Fla. – October 20, 2011 – Step Up For Students, a Florida Tax Credit Scholarship Program, announced today that it has received a \$2 million contribution from GEICO to help nearly 500 students with their educational needs.

The GEICO Gecko and company officials visited children at Gateway Christian Academy, one of more than 1300 schools that accept the scholarship, to present their contribution which will allow hundreds of students to attend a school of their parent's choice.

"Our company recognizes that a solid education provides the foundation for a successful future," said George Rogers, GEICO's regional vice president. "The scholarships funded through GEICO's donation will help ensure that more Florida students have the educational tools they need for success, and we are proud to be able to contribute to our community in this way."

GEICO joined the scholarship program as a corporate partner in 2010 with a contribution of \$2 million and matched the amount this year. The company's total contribution will provide more than 955 scholarships for kindergarten-12th grade students throughout Florida. The scholarships are worth up to \$4,011 per student to attend a private school, or a family can elect to use a \$500 transportation scholarship to attend a public school in another county. Scholarships are means tested and are awarded to children whose household incomes qualify them for free or reduced lunch.

"Generous contributions from corporate partners like GEICO have enabled this scholarship program to provide equal educational opportunities to thousands of underprivileged students in Florida," Step Up For Students president Doug Tuthill said. "Thanks to their involvement in the program, about 1,000 more Florida families have the opportunity to choose the school that best addresses their children's learning needs."

Step Up For Students, the Florida Tax Credit Scholarship Program, enables corporations like GEICO to redirect up to 100 percent of their Florida corporate and/or insurance premium tax liability to a state-approved scholarship funding organization (SFO) that provides K-12 education scholarships for low-income children. Since 2002, corporations like GEICO have contributed more than \$900 million to the Step Up For Students Scholarship Program. Corporations participating in the program receive a dollar-for-dollar tax credit with the state, allowing corporations to redirect funds that they must already pay at absolutely no cost.

About GEICO

GEICO (Government Employees Insurance Company) is a member of the Berkshire Hathaway family of companies and is the third-largest private passenger [auto insurer](#) in the United States. The company is

celebrating its 75th anniversary this year. GEICO handles [auto insurance coverage](#) for 10 million private passenger auto policies and insures more than 16 million vehicles.

In addition to auto insurance, GEICO offers customers insurance products for their motorcycles, all-terrain vehicles (ATVs), travel trailers and motorhomes (RVs). Coverage for life, boats, homes and apartments is available through the GEICO Insurance Agency. Commercial auto insurance and personal umbrella protection are also available.

About Step Up For Students

The Florida Tax Credit Scholarship Program, Step Up For Students provides K-12 scholarships for low-income Florida students to attend a school that is best suited to the way they learn. Step Up For Students Scholarships are funded by corporations that redirect their Florida tax liability in exchange for a dollar-for-dollar tax credit. For more information please visit www.stepupforstudents.org.

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Suggested Photo Caption: (Left to Right) Step Up For Students scholarship recipients with Doug Tuthill, Step Up President, the GEICO Gecko, and George Rogers, GEICO regional vice president.