



News Release
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Media Contacts: Sally Fabens
703-836-7112, x401
sally.fabens@uwa.unitedway.org

Mike Switzer, Nationwide
614-249-4092
Switzem1@nationwide.com

Nationwide Insurance Wins United Way's 2008 Spirit of America® Award

*-- America's Largest Charity Awards Highest Honor to Insurance Company
for Exemplary focus on Community Giving, Philanthropy, Volunteerism
and overall Corporate Social Responsibility --*

BALTIMORE (May 15, 2008) – [United Way of America](#) today presented Columbus, Ohio-based [Nationwide Insurance](#)® with its highest national honor – the United Way [Spirit of America](#)® [Award](#) – to recognize the company's outstanding commitments to philanthropy, volunteerism, workplace giving and overall partnership with United Way to strengthen communities across the country. Nationwide CEO Jerry Jurgensen accepted the award at the 2008 United Way Community Leaders Conference Awards Gala in Baltimore, Maryland.

[Eli Lilly and Company](#), [General Mills, Inc.](#), [Kellogg Company](#) and [Kimberly-Clark Corporation](#) were also recognized as 2008 Summit Award winners for their community work.

“Nationwide Insurance exemplifies the United Way Spirit of America Award in every sense, from its volunteer philosophy of transforming lives in critical moments to its strategic philanthropic investments to meet the most pressing needs in communities,” said United Way of America President and CEO Brian A. Gallagher. “They are a valued partner and a model of corporate social responsibility in action.”

Nationwide Insurance, who also won the Spirit of America Award in 2001 for their 2000 campaign, is **only the third company in the history of the Spirit of America Awards Program to win a second time**. Nationwide's win is not surprising, considering their strong support of communities and partnership with United Way and many other community partners. In 2007, Nationwide associates, agents and retirees pledged \$8.75 million. The Nationwide Foundation matches associate gifts dollar-for-dollar, resulting in a donation of approximately **\$17 million** benefiting 800 local United Ways across the country. Since 2000, the Nationwide Foundation has made grants of more than **\$190 million** to various nonprofits.

Nationwide's commitment to communities does not end with monetary investments. Over **170 Nationwide executives currently serve on more than 200 nonprofit boards** throughout the United States. In addition, thousands of Nationwidiers are actively engaged in volunteering in their communities through the *On Your Side* Volunteer Network[®]. More than 5,500 Nationwide associates have logged **more than 72,000 volunteer hours** since the program was created in 2005.

Nationwide's strategic community support also includes hands-on partnerships with United Way. For example, Nationwide provided United Way of Central Ohio with **housing and services grants for 200 homeless men and women**. Nationwide also provided United Way of Delaware County (Ohio) with a **grant and volunteers to launch their Earned Income Tax Credit (EITC)** initiative to help hardworking people improve their financial stability. Lastly, Nationwide's call center staff worked hand-in-hand with their local United Way in Gainesville Florida to **build a 2-1-1 infrastructure so people can call to give and get help**. The company also distributes United Way Born Learning materials and hosts mini-seminars for expectant Nationwidiers to provide **important childhood development** information.

"Nationwide is proud to partner with United Way to strengthen the communities we call home," said Jerry Jurgensen, CEO of Nationwide. "It is Nationwide's exceptional associates, agents and retirees who won United Way's Spirit of America Award today, thanks to their dedication and commitment to helping people in need."

In addition to the 2008 Spirit of America Award, United Way presented four other companies with Summit Awards for exceptional performance in: Corporate Philanthropy, Community Investment, Community Volunteerism and/or Community Impact.

2008 Summit Award winners:

- **Eli Lilly and Company – Corporate Philanthropy, Community Impact and Community Investment Awards** for its commitment to improving lives and communities through corporate contributions, employee and retiree volunteerism, community partnerships and grant-making. Lilly strategically partners with United Way to create measurable, sustainable change in communities and supports innovative organizations and programs that focus on vital health and human services, education, and public policy research.
- **General Mills, Inc. – Corporate Philanthropy, Community Volunteerism and Community Impact Awards** for nourishing lives and communities through an outstanding commitment to employee and retiree volunteerism, grantmaking and generous corporate contributions. General Mills supports innovative organizations and programs that improve their communities through focus areas that include youth nutrition and fitness, education, arts and culture, and social services like family life.
- **Kellogg Company – Corporate Philanthropy Award** for strategic corporate philanthropy through overall corporate contributions including financial giving, expertise and in-kind gifts. In keeping with Kellogg Company's more than 100-year heritage of nutrition leadership, its most important corporate giving priority is nutrition and fitness. In addition, Kellogg supports programs that improve opportunities for minorities and women and build stronger communities.
- **Kimberly-Clark Corporation – Community Investment Award** for engaging and educating employees in support of United Way and local communities. This commitment across the company is evident as Kimberly-Clark is regularly recognized as the largest contributor in most of the communities where it operates.

The Spirit of America Award, now in its 21st year, is United Way's highest national honor for a corporation, recognizing the [United Way National Corporate Leadership](#) (NCL) company with the most comprehensive commitment to improving lives and strengthening communities. The program is open to any NCL company, leading national and global corporations that partner with United Way to advance the common good. Applicants are evaluated by their NCL peers, labor representatives and local United Way professionals.

For more information on Spirit of America, NCL and how corporations can get involved in their communities with United Way, visit <http://national.unitedway.org/ncl/>, or contact Amanda Ponzar, Communications Director, at amanda.ponzar@uwa.unitedway.org.

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About United Way

United Way is a global network, including nearly 1,300 local organizations in the U.S. that advance the common good, creating opportunities for a better life for all by focusing on the three key building blocks of education, income and health. The United Way movement creates long lasting community change by addressing the underlying causes of problems that prevent progress in these areas. LIVE UNITED is a call to action for everyone to become part of the change. For more information about United Way, please visit: LIVEUNITED.org.

About Nationwide Insurance

Nationwide, based in Columbus, Ohio, is one of the largest diversified insurance and financial services organizations in the world, with more than \$161 billion in assets. Nationwide ranks #108 on the Fortune 500 list. The company provides a full range of insurance and financial services, including auto insurance, motorcycle insurance, boat insurance, home insurance, life insurance, farm insurance, 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.

About Lilly

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of first-in-class and best-in-class pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Ind., Lilly provides answers – through medicines and information – for some of the world's most urgent medical needs. Additional information about Lilly is available at www.lilly.com.

About General Mills

General Mills is a leading global manufacturer and marketer of consumer foods products. Based in Minneapolis, Minnesota, General Mills' mission is to innovate to make people's lives healthier, easier, and richer around the world. The General Mills Foundation, celebrating more than 50 years of giving, focuses on nourishing communities. In fiscal 2007, General Mills awarded \$82 million to communities across the country, representing more than 5 percent of company pretax profits that year. Of the total, the General Mills Foundation contributed more than \$20 million in grants in the targeted areas of youth nutrition and fitness, social services, education, and arts and culture. Visit generalmills.com.

About Kellogg Company

With 2007 sales of nearly \$12 billion, Kellogg Company (NYSE:K) is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, frozen waffles, and meat alternatives. The company's brands include Kellogg's, Keebler, Pop-Tarts, Eggo, Cheez-It, Club, Nutri-Grain, Rice Krispies, Special K, All-Bran, Mini-Wheats, Morningstar Farms, Famous Amos, Ready Crust and Kashi. Kellogg products are manufactured in 18 countries and marketed in more than 180 countries around the world. For more information, visit the Kellogg Company web site at www.kelloggcompany.com.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people –nearly a quarter of the world's population – trust K-C brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 136-year history of innovation, visit www.kimberly-clark.com.