

Mr. Barry Wishner
President
ProFormance
568 Eleanor Drive
Woodside, CA 94062

Dear Barry,

Just a short letter to thank you for your outstanding presentation to State Auto's leading agents.

As you know, we annually host two Leaders' Conferences here in Columbus. These sessions are designed to improve our relationship with our distribution force and we hope to accomplish that by offering a variety of events including a top-notch outside speaker. This person is chosen based upon our assessment of her/his reputation as an educator and motivator. We truly hit the mark in choosing you for this year's meetings.

While I'm not a professional speaker, I do understand the importance of making the material relevant to the audience. The extra time you took to learn more about State Auto and some of us personally, was a masterful way of drawing the agents into your message. In addition, your high energy, professional - and firm - presentation kept them focused.

Thanks so much from all of us for your contributions to what proved to be among our best Leader's Conferences ever.

Sincerely,



Bob Moone
CEO, President, Chairman
The State Auto Insurance Companies

P.S. Your prediction came true and Forbes recognized State Auto as the best managed company in the insurance industry for the future.