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W!LDBRAIN AND ESURANCE BRING ICONIC SECRET AGENT ERIN ESURANCE TO "JIMMY KIMMEL LIVE!" IN OCTOBER

First-Ever Animated Guest-Spot of its Kind to Air on Tuesday, October 21

(San Francisco, CA- October 21, 2008) - W!LDBRAIN Animation Studios, the award-winning production company that develops and produces animated content for commercials, interactive and new media, has teamed with their client Esurance, the direct-to-consumer personal auto insurance company, to bring iconic secret agent Erin Esurance to late-night talk show "Jimmy Kimmel Live" in October. The guest spot will feature Erin Esurance interacting with the wacky and wonderful "Jimmy Kimmel Live" regulars, Guillermo and Uncle Frank. Erin Esurance will appear as a guest in the first series of four appearances on October, 21 at 12:05 a.m. ET/ PT.

W!LDBRAIN and Esurance have collaborated on the auto insurance company's popular "Erin Esurance" advertisements since May, 2004. Together, they have produced approximately 40 commercials and promotional elements featuring the secret agent over the past four years. The guest spots on "Jimmy Kimmel Live!," created by W!LDBRAIN Animation Studios, offer Esurance an exceptional format to tell audiences about their "Get Animated" advertising campaign, which features real people telling real stories about Esurance in a unique live-action/animation hybrid format. Audiences will also learn more about Esurance's unique environmental partnership with Cloud Cult, the famed band with whom Esurance has partnered to make their tour more sustainable. Esurance's latest music video-style commercial with the band is featured on www.esurance.com/cloudcult.

Melissa Chapman, Brand Manager for Esurance, stated, "Esurance is very excited to see Erin appear on one of America's favorite late night programs, 'Jimmy Kimmel Live!' This opportunity is a light-hearted way to introduce our brand to more people, while showcasing the innovative work of our tremendous animation partner, W!LDBRAIN," she continued.

"We are honored to have had a hand in creating one of advertising's most recognizable characters and thrilled that Erin will be able to play to a wider audience on her late night debut on 'Jimmy Kimmel Live!,'" said Amy Capen, Head of Commercial and New Media Production, W!LDBRAIN Animation Studios.

Tune in to ABC on October, 21 at 12:05 a.m. ET/PT to see the first series of four appearances of Erin Esurance on "Jimmy Kimmel Live". The next three air dates will take place on October, 23, 28, and 30. Check local listings for show times.

W!LDBRAIN Animation Studios, a division of W!LDBRAIN, develops and produces animated content for commercials, television, motion pictures, interactive and new media. Founded in 1994, W!LDBRAIN (www.wildbrain.com) is an award-winning entertainment company that is

powered by its distinctive pool of talented animators and directors renowned for blending traditional animation methods with state-of-the-art computer graphics. The studio and its creative team have consistently won top industry awards. In film, W!LDBRAIN has garnered numerous awards, including an Annie for its computer graphics short film *Hubert's Brain*. In television, the studio has produced an exceptional slate of original work, including the hit series *YO GABBA GABBA!*, airing weekly on Nick Jr., Nickelodeon's award-winning programming block for preschoolers and *Higglytown Heroes*, the critically acclaimed animated series airing daily on the Disney Channel. As one of the nation's foremost producers of animated commercials, W!LDBRAIN has won Clios, Addys, BDA Awards and Annies for their commercial work, reinvigorating classic brands for leading companies including The Coca-Cola Company, Honda, Kraft and Nike. W!LDBRAIN also creates and distributes collectible merchandise through its subsidiary Kidrobot, planet Earth's premier creator and retailer of limited edition toys, clothing, mini-figures, artwork and books.

About Esurance

Esurance, a subsidiary of White Mountains Insurance Group, Ltd. (NYSE: WTM), provides personal auto insurance direct to consumers online and through select online agents. Esurance is dedicated to constantly improving the way people shop for, buy, and manage their auto insurance. By combining the best of technology with industry know-how, Esurance is able to offer hassle-free coverage with 24/7 customer service and claims handling at competitive prices.

Esurance has differentiated itself from its competitors with its animated advertising campaign featuring the iconic cartoon secret agent, Erin Esurance. The advertisements, created by Esurance and the award-winning animation studio, W!LDBRAIN, have garnered attention for their unique use of Flash-animation. Visitors to Esurance's award-winning Web site can view all the commercials at <http://www.esurance.com> <<http://www.esurance.com>> .

About "Jimmy Kimmel Live"

Packed with hilarious comedy bits and a house band led by Jimmy's childhood best friend, "Jimmy Kimmel Live" features a diverse lineup of guests that includes celebrities, athletes, musicians, comedians and humorous human interest subjects. Each night, Jimmy delivers up-to-the minute news addressing the hottest topics of the day.

Jimmy Kimmel and Jill Leiderman serve as executive producers and Jason Schrift and Douglas DeLuca serve as co-executive producers. Emmy Award-winning "Jimmy Kimmel Live" is shot live in front of a studio audience and produced by Jackhole Industries in association with ABC Studios. (CLOSED- CAPTIONED)

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