



San Francisco
660 Alabama Street
San Francisco, CA 94110
415 553 8000 telephone
415 553 8009 facsimile

Los Angeles
9150 Wilshire Blvd., Ste. 100
Beverly Hills, CA 90212
310 271 1400 telephone
310 271 1405 facsimile

FOR IMMEDIATE RELEASE:

Esurance contact:	W!LDBRAIN contact:
Susan MacTavish Best	Lisa Rose
Best Public Relations	W!LDBRAIN
susan@bestpr.net	rose@wildbrain.com
415-505-0301	415-216-2048

ESURANCE & W!LDBRAIN SHOWCASE FIRST LONG-FORM ADVENTURE ON FX

Erin Esurance's Newest Adventure to Debut During the World Broadcast Premiere of "I,Robot"

SAN FRANCISCO, CA – March 19, 2007 – Esurance, the direct-to-consumer personal auto insurance company, discussed its plans for “Carbon Copy,” the company’s first long-form adventure featuring the company’s animated “spokesperson” and special agent, Erin Esurance. Esurance’s ongoing animation and creative partner, the award-winning studio W!LDBRAIN, produced the short feature, a three-minute tale of clones, robotized plants and mad scientists.

A shorter two-and-a-half minute version of “Carbon Copy” will debut nationally on the cable network FX during the world broadcast premiere of the film “I,Robot” on March 19 at 7:30 PM ET/PT. The broadcast version features a cliff-hanger ending and drives people to www.esurance.com to view the full-length short. After the debut, the broadcast version will also appear during five additional airings of “I,Robot” through April 1.

Barry Schwartz, Senior Vice President Integrated and Emerging Media for FX Networks, stated, “FX is proud that Esurance chose us to showcase their long-form debut. Advertisers like Esurance are great to work with as they want to move beyond the thirty-second spot and get creative with the programming FX can make available. We think that audiences tuning in to ‘I,Robot’ will enjoy watching all the action in Erin Esurance’s latest caper.”

John Swigart, Esurance’s Chief Marketing Officer, explained, “We are very excited to work with FX on showcasing ‘Carbon Copy,’ our first long-form production. It helps propel the campaign’s storyline to a new level. Ever since we launched Erin Esurance in July 2004, we have continually worked to keep people entertained and engaged with our special agent’s episodic adventures, and we have been very pleased with the response. For fans of our shorter thirty-second commercial adventures, ‘Carbon Copy’ will not disappoint.”

Though “Carbon Copy” is the auto insurance company’s first long-form feature, this latest collaboration between Esurance and W!LDBRAIN marks the seventeenth animated commercial that the companies have produced together in less than three years. More commercials, character integrations and other productions are currently underway for 2007.

Andrea Mansour, Executive Producer for W!LDBRAIN, added, “The Esurance campaign is the result of a true collaborative effort between the Esurance and W!LDBRAIN creative teams. The commercials are all very story-driven, so a longer format spot was a natural progression for the campaign, giving W!LDBRAIN’s Director Phil Robinson and the animators a chance to turn things up a notch in terms of story, action, and visuals.”

Esurance’s Swigart concluded, “We couldn’t ask for a better creative partner than W!LDBRAIN, and it is great to move the campaign into new territory. As with everything we produce and broadcast, we hope that ‘Carbon Copy’ entertains viewers and makes people smile. Just because we’re an auto insurance company doesn’t mean we aren’t creative and innovative. In fact, creativity and innovation are some of the reasons why we’re one of the fastest growing auto insurance companies in America.”

In addition to the FX network debut and the presence on www.esurance.com, the full-length feature will be shown at film festivals and other events sponsored by Esurance throughout 2007.

- MORE -

W!LDBRAIN®

“Carbon Copy” release – page 2

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. Through Esurance’s Web site, www.esurance.com, customers can get instant quotes, view comparison quotes, buy an Esurance policy, and print their proof of insurance card—all in minutes. Esurance also offers policyholders the ability to make policy changes and file claims instantly online, demonstrating its commitment to improving the entire insurance process from quote to claim.

About FX

FX is the flagship general entertainment basic cable network from Fox. Launched in June of 1994, FX is carried in more than 89 million homes. The diverse schedule includes a growing roster of distinctive original series and films, an established film library with box-office hit movies from 20th Century Fox and other major studios that run in prime time and an impressive lineup of acquired hit series. For more information on the network and its programming, see: <http://www.fxnetworks.com/>

About W!LDBRAIN

Founded in 1994, W!LDBRAIN (www.wildbrain.com) is an award-winning entertainment company that develops and produces unique and compelling content across the media spectrum. Powered by its distinctive pool of talented animators and directors and renowned for blending traditional animation methods with state-of-the-art computer graphics, the studio and its artists 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* and currently has a number of film projects in development. In television, the studio has produced an exceptional slate of original work, including the top-rated and critically acclaimed animated series *Higglytown Heroes* airing daily on Disney Channel and the upcoming Nick Jr. series *Yo Gabba Gabba*. One of the nation’s foremost producers of animated commercials, W!LDBRAIN has won Clios, Addys, the BDA Awards and Annies for their commercial spots – reinvigorating classic brands and developing cutting-edge spots for such leading companies as Esurance, The Coca-Cola Company, Honda, Kraft and Nike. W!LDBRAIN additionally creates and distributes collectible merchandise through its subsidiary Kidrobot, a premiere retailer of limited-edition art toys, apparel and accessories, with stores located in New York City, Los Angeles, and San Francisco.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995

The press release may contain “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. All statements, other than statements of historical facts, included or referenced in this release which address activities, events or developments which we expect or anticipate will or may occur in the future are forward-looking statements. The words “will,” “believe,” “intend,” “expect,” “anticipate,” “project,” “estimate,” “predict” and similar expressions are also intended to identify forward-looking statements. These forward-looking statements include, among others, statements with respect to White Mountains’:

- *growth in book value per share or return on equity;
- *business strategy;
- *financial and operating targets or plans;
- *incurred losses and the adequacy of its loss and loss adjustment expense reserves and related reinsurance;
- *projections of revenues, income (or loss), earnings (or loss) per share, dividends, market share or other financial forecasts;
- *expansion and growth of our business and operations; and
- *future capital expenditures.

- MORE -



"Carbon Copy" release – page 3

These statements are based on certain assumptions and analyses made by White Mountains in light of its experience and perception of historical trends, current conditions and expected future developments, as well as other factors believed to be appropriate in the circumstances. However, whether actual results and developments will conform to our expectations and predictions is subject to a number of risks and uncertainties that could cause actual results to differ materially from expectations, including:

- *the risks associated with Item 1A of White Mountains' 2006 Annual Report on Form 10-K;
- *claims arising from catastrophic events, such as hurricanes, earthquakes, floods or terrorist attacks;
- *the continued availability of capital and financing;
- *general economic, market or business conditions;
- *business opportunities (or lack thereof) that may be presented to it and pursued;
- *competitive forces, including the conduct of other property and casualty insurers and reinsurers;
- *changes in domestic or foreign laws or regulations, or their interpretation, applicable to White Mountains, its competitors or its clients;
- *an economic downturn or other economic conditions adversely affecting its financial position;
- *recorded loss reserves subsequently proving to have been inadequate;
- *other factors, most of which are beyond White Mountains' control.

Consequently, all of the forward-looking statements made in this press release are qualified by these cautionary statements, and there can be no assurance that the actual results or developments anticipated by White Mountains will be realized or, even if substantially realized, that they will have the expected consequences to, or effects on, White Mountains or its business or operations. White Mountains assumes no obligation to update publicly any such forward-looking statements, whether as a result of new information, future events or otherwise.

###