

INTRODUCING MAPFRE STADIUM: MAPFRE INSURANCE REVEALS STADIUM NAMING RIGHTS PARTNERSHIP WITH COLUMBUS CREW SC

***MAPFRE Insurance, Black & Gold, to rename the country's
first soccer-specific stadium in a monumental agreement***

Press Release:

For Immediate Release: March 3, 2015

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WESBTER, MA – MAPFRE Insurance today announced that it has partnered with the Major League Soccer team, Columbus Crew SC, to re-name their soccer stadium, MAPFRE Stadium. This agreement is the first of its kind for MAPFRE Insurance and serves as a milestone in strengthening its commitment to the Ohio market. *(Note to media: MAPFRE Stadium is pronounced "MAH-fray Stadium")*

"Establishing this partnership with the Columbus Crew is a very proud moment for MAPFRE," said Jaime Tamayo, President and CEO of MAPFRE North America. "MAPFRE Stadium not only enhances the MAPFRE brand in the United States but also reinforces our commitment to the local Ohio market. "At MAPFRE, we pride ourselves in being people who take care of people," which Mr. Tamayo said, "is perfectly aligned with the Crew SC's focus on community involvement and supporting the ideals of true sportsmanship."

Alongside community involvement, MAPFRE strives to grow in several markets across the country in part from increasing brand awareness locally. The partnership with Crew SC will serve to strengthen ties to the community as well as the MAPFRE brand.

"We are excited to partner with the Black & Gold," said Pat McDonald, Executive Vice President at MAPFRE. "The passion and dedication of Crew SC fans reflects MAPFRE's dedication and commitment to our customers and to the local Ohio community."

The deal enacts the re-naming of the country's first soccer specific stadium since it opened its doors on May 15, 1999. Crew SC has played a total of 249 MLS regular-season matches at MAPFRE Stadium and hosted 11 MLS Cup Playoff matches, including the 2008 Eastern Conference Championship. In addition to soccer events, MAPFRE Stadium has also hosted the popular three-day festival Rock on the Range, which returns this summer from May 15 - May 17 with Slipknot, Linkin Park and Judas Priest among the artists to perform.

ABOUT MAPFRE STADIUM

MAPFRE Stadium is the first ever soccer-specific stadium in Major League Soccer (*pronounced "MAH-fray Stadium"*). It opened its doors on May 15, 1999 to a sell-out crowd for a match against the New England Revolution. It has hosted numerous national and international events: eight U.S. Soccer FIFA World Cup Qualifiers – specifically four consecutive “Dos a Cero” victories for the U.S. over Mexico (2001, 2005, 2009, 2013) -- FIFA Women's World Cup matches and a number of concerts, including the annual three-day festival Rock on the Range, Kenny Chesney and Jason Aldean. In 2008, the venue added a permanent stage in the North End, allowing for up to 35,000 fans to take in concerts and other marquee events. MAPFRE Stadium received its current name in a historic partnership announced just before the 2015 MLS season, renaming the facility for the first time in its history.

ABOUT MAPFRE INSURANCE

MAPFRE Insurance, rated “A” (Excellent) by A.M. Best Company, actively writes property and casualty insurance in 19 states across the United States through a network of more than 4,200 independent agents and brokers. MAPFRE Insurance is the 19th largest provider of personal automobile insurance and the 20th largest personal lines insurer in the United States. MAPFRE Insurance is also the largest private passenger automobile insurer, homeowners’ insurer and commercial automobile insurer in Massachusetts. MAPFRE Insurance provides a full range of insurance products, including coverage for automobiles, homes, motorcycles, watercraft and businesses, as well as term life insurance. MAPFRE Insurance is part of the MAPFRE Group, an international insurer with business in 47 countries on five continents. The MAPFRE Group is the leading insurer in Spain. It is also the leading insurer in the non-life market in Latin America and the sixth largest non-life insurer in Europe. The MAPFRE Group has over 36,000 employees and over 23 million customers worldwide. In 2014, the MAPFRE Group had net earnings of \$1.1 billion with revenues of approximately \$35 billion. www.mapfreinsurance.com

ABOUT COLUMBUS CREW SC

Columbus Crew SC (Soccer Club) is the first club in Major League Soccer and 2015 is the organization’s 20th season. Owned and operated by Precourt Sports Ventures (PSV), it won its first MLS Cup championship in 2008, and has also won the 2002 Lamar Hunt U.S. Open Cup and MLS Supporters’ Shield titles in 2004, 2008 and 2009. 2015 is Crew SC’s 17th season at historic MAPFRE Stadium, the first soccer-specific stadium in the United States. The club was purchased by PSV on July 29, 2013 as part of the privately held investment and management firm’s sports and entertainment business enterprise.

Website: ColumbusCrewSC.com | Twitter: @ColumbusCrewSC | Instagram: @ColumbusCrewSC |
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