

SUMMER 2010

SCORECARD



A PUBLICATION OF THE CENTURY CLUB OF SAN DIEGO AND



FARMERS INSURANCE OPEN

FARMERS INSURANCE SIGNS 4 YEAR AGREEMENT TO SPONSOR PGA TOURNAMENT IN SAN DIEGO

The PGA TOUR, the Century Club of San Diego and Farmers Insurance announced that the Farmers Exchanges will continue as title sponsor of the Farmers Insurance Open at Torrey Pines Golf Club in San Diego for the next four years.

The Farmers Insurance commitment continues and solidifies its partnership with the PGA TOUR, the Century Club and the city of San Diego. This partnership was initiated earlier this year when Farmers Insurance agreed to sponsor this year's Farmers Insurance Open at the Torrey Pines Golf Club. Farmers Insurance stepped in as the 2010 sponsor on January 18, 10 days before the opening round of this year's tournament. The 2010 contract included a long-term option.

"We're absolutely delighted that Farmers, based upon its positive experience with the 2010 tournament, has agreed to continue as title sponsor over the next four years," PGA TOUR Commissioner Tim Finchem said. "Farmers Insurance did such an outstanding job of becoming fully engaged with the tournament on such short notice and in maximizing its role as title sponsor. We now look forward to working with Farmers Insurance on a long-term basis along with the host organization, the Century Club of San Diego, to continue the growth and local impact of the Farmers Insurance Open."

Noting the purse of the 2011 tournament will be \$5.8 million, Finchem added, "This agreement will allow incremental growth of the purse as well as charitable contributions by the Farmers Insurance Open over the course of the deal."

Entering this year, the tournament was in search of a title sponsor after Buick, which had sponsored the event since 1992, filed for bankruptcy last year. Buick had been signed through 2010.

"Earlier this year, Farmers Insurance rode into San Diego like a knight in shining armor for the Century Club and the entire city of San Diego," said Tom Wornham, President and General Chairman of the Century Club. "This four-year agreement between Farmers Insurance, the PGA TOUR and the Century Club adds a wonderful new chapter to this 'dream come true' partnership. The Century Club and the city of San Diego are very grateful to Farmers Insurance for being our long-term partner."

"We are extremely pleased to announce this continuing partnership with the PGA TOUR, the Century Club and the city of San Diego," said F. Robert Woudstra, Chief Executive Officer of Farmers Insurance.

"Farmers Insurance has a proud, 82-year history of strong national and local community leadership and charitable giving. We clearly see this partnership as an extension of our ongoing commitment to Southern California, the greater San Diego area and all the communities across the United States in which we serve our customers."

As a Southern California-based company, Farmers Insurance has strong ties all across the state and the San Diego area has been a focal point for Farmers in recent years as the company has been an industry leader in responding to its customers' needs in the aftermath of recent devastating wildfires. Farmers Insurance and its highly professional and dedicated agency force also have led the insurance industry in promoting fire safety and related programs for consumers.

2011 FARMERS INSURANCE OPEN

Jim Horton Elected President

Jim Horton has been an active member of the Century Club since 1995, and is the President and General Chairman of the 2011 Farmers Insurance Open at Torrey Pines.



He has enjoyed a distinguished banking career of over 40 years in the San Diego area, and is currently the Director of Strategic Planning for Torrey Pines Bank.

Prior to his current position, Jim was Executive Vice President and Division Manager of the \$4 billion San Diego Division of California Bank and Trust. His major responsibilities included the management of more than 500 employees, with thirty Community Branch Offices, two Corporate Banking Groups, and the Private Banking Division. Throughout his many years in banking, he also held various positions at Bank of America, Grossmont Bank, and San Diego National Bank. His areas of expertise include Business Development, Commercial Lending, Loan and Credit Administration, Operations, Marketing, and Internal Auditing.

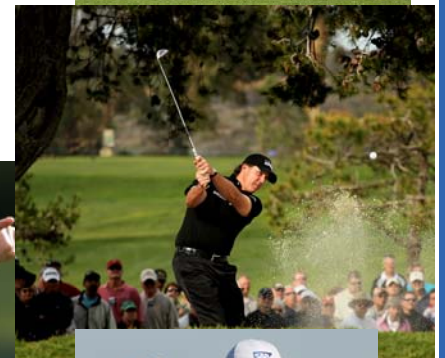
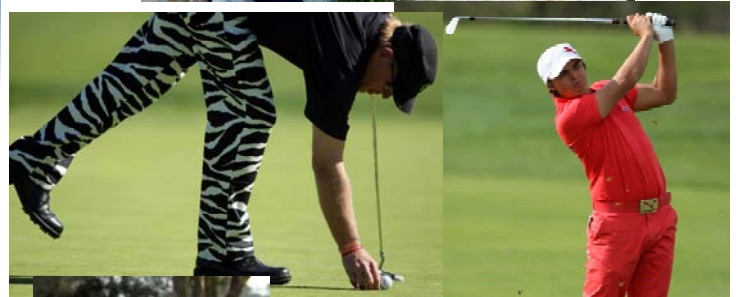
Mr. Horton is a native San Diegan who resides in Carlsbad with Konnie, his wife of 38 years. He attended San Diego State University, and also earned a California Teaching Credential in Banking and Finance.

He has been active in supporting many community organizations such as the Pro Kids Golf Academy, Junior Golf, and the Make-A-Wish Foundation.

CONGRATULATIONS BEN CRANE



2010 HIGHLIGHTS



THANK YOU VOLUNTEERS

To the over 1,200 of you, please accept our heartfelt appreciation for the countless hours you worked as scorers, marshals, standard bearers, courtes drivers, program sellers, and members of our various tournament committees. Your Dedicated service is invaluable to us!

We rely on you to make us look good and you continually meet the challenge. A sincere thank you once again, and we look forward to seeing you in 2011!

SAVE THE DATE JANUARY 24-30, 2011

SCORECARD is the official newsletter of the Century Club of San Diego and the Farmers Insurance Open.

Officers: Jim Horton, President; Tom Monson, Executive Vice President; Jeff Baglio, First Vice President; Scott Morse, Second Vice President; Greg Keller, Secretary; Chuck Yash, Treasurer; Tom Wilson, Asst Secretary/Treasurer

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