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The Progressive Corporation  
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## **FOR IMMEDIATE RELEASE**

MAYFIELD VILLAGE, OHIO -- April 15, 2005 -- The Board of Directors of The Progressive Corporation today declared a quarterly dividend of \$.03 per Common Share payable June 30, 2005, to shareholders of record at the close of business on June 10, 2005.

At the Annual Meeting of Shareholders today, Progressive's shareholders re-elected the following three current directors, each to serve a three-year term: Charles A. Davis, Bernadine P. Healy, M.D., and Jeffrey D. Kelly. In addition, the shareholders:

- approved amendments to the Company's Code of Regulations to provide that an individual elected by the directors to fill a vacancy on the board will serve for a term ending at the next shareholders meeting at which an election of directors will occur; and
- ratified the appointment of PricewaterhouseCoopers LLP as the Company's independent registered public accounting firm for 2005.

The Company also announced today that it had been advised by Peter B. Lewis, Chairman of the Board, that certain family controlled entities intend to sell up to approximately \$69.5 million worth of the Company's Common Shares, \$1.00 par value, in open market transactions over the course of the next several months. The shares are being sold to provide funds for the repayment of amounts owed to Mr. Lewis.

The Progressive group of insurance companies ranks third in the nation for auto insurance based on premiums written. The companies that offer insurance directly (by phone at 1-800-PROGRESSIVE and online at [progressive.com](http://progressive.com)) market their products and services through the Progressive Direct<sup>SM</sup> brand, while the companies that offer insurance through more than 30,000 independent agencies in the U.S. market their products and services through the Drive Insurance from Progressive<sup>SM</sup> brand. The Common Shares of The Progressive Corporation, the holding company, are publicly traded at NYSE:PGR. More information can be found at [progressive.com](http://progressive.com).