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PROGRESSIVE ANNOUNCES DIRECT GROUP PRESIDENT

MAYFIELD VILLAGE, OHIO – June 12, 2006 – The Progressive Corporation today announced the appointment of John P. Sauerland as the President of the Progressive Direct Group of Insurance Companies. Mr. Sauerland, 41, who currently serves as the Claims General Manager for the Midwest Region, first joined Progressive full time in 1991 as an Assistant Product Manager. He served at different times as the Auto Product Manager for various states as well as the General Manager for Mississippi, Minnesota and Wisconsin.

CEO and President Glenn Renwick said: "I am very excited to announce John's new role. The depth of his experience in product, pricing and Claims as well as his leadership skills make him the ideal choice for leading our Direct organization in the next phase of our quest to become consumers' #1 choice for auto insurance."

The Progressive Group of Insurance Companies, in business since 1937, ranks third in the nation for auto insurance based on premiums written and provides drivers with competitive rates and 24/7, in-person and online service. The products and services of the Progressive Direct Group of Insurance Companies are marketed directly to consumers by phone at 1-800-PROGRESSIVE and online at www.progressivedirect.com through the Progressive DirectSM brand. The Drive Group of Progressive Insurance Companies offers insurance through more than 30,000 independent insurance agencies that market their products and services through the Drive[®] Insurance from Progressive brand. For more information about Drive Insurance, go to www.driveinsurance.com. The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, are publicly traded at NYSE:PGR. More information can be found at www.progressive.com.