

The Progressive Corporation
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**PROGRESSIVE ANNOUNCES ELECTION OF LAWTON W. FITT
TO BOARD OF DIRECTORS AND SHARE REPURCHASE AUTHORIZATION**

MAYFIELD VILLAGE, OHIO -- June 11, 2009 -- The Board of Directors of The Progressive Corporation today elected Lawton W. Fitt, 55, to fill a vacancy on the Company's Board for a term ending on the date of the Annual Meeting of Shareholders in April 2010.

Ms. Fitt is a retired partner of Goldman Sachs & Co., where she worked until 2002. From 2002-2005, she served as Secretary (Chief Executive Officer) of the Royal Academy of Arts in London. She currently serves on the Boards of Directors of Ciena Corporation, Thomson Reuters, Frontier Communications, and Overture Acquisition Corporation, and is a trustee of several not-for-profit organizations.

The Board also approved a new authorization for the Company to repurchase up to 50 million of its Common Shares commencing on July 1, 2009; there is no expiration date. This authorization will replace the approximately 48 million shares that currently remain under the Board's June 2007 authorization, which will expire by its terms on June 30, 2009.

About Progressive

The Progressive Group of Insurance Companies, in business since 1937, is one of the country's largest auto insurance groups, the largest seller of motorcycle policies and a market leader in commercial auto insurance based on premiums written.

Progressive is committed to becoming consumers' #1 choice for auto insurance by providing competitive rates and innovative products and services that meet drivers' needs throughout their lifetimes, including superior online and in-person customer service, and best-in-class, 24-hour claims service, such as its concierge level of claims service available at service centers located in major metropolitan areas throughout the United States.

Progressive companies offer consumers choices in how to shop for, buy and manage their auto insurance policies. Progressive offers its products, including personal and commercial auto, motorcycle, boat and recreational vehicle insurance, through more than 30,000 independent insurance agencies throughout the U.S. and online and by phone directly from the Company. Private passenger auto products and prices are different when purchased directly from Progressive or through independent agencies. To find an agent or to get a quote, go to <http://www.progressive.com>.

The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, are publicly traded at NYSE:PGR.