



STATE FARM®
Providing Insurance and Financial Services

NEWS FOR IMMEDIATE RELEASE

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**State Farm® Ranks First for Best Mobile Site
Top Auto Insurance Mobile Sites Studied by Key Lime Interactive**

Bloomington, IL (January 24, 2012) -- In the highly competitive mobile technologies world, the State Farm® mobile site is ranked best-in-class when compared to other top auto insurance competitors.

In a [recent competitive review](#), State Farm was rated as having the best mobile experience by Key Lime Interactive (KLI), an independent company specializing in user testing and experience.

KLI researchers collected consumer feedback on what qualities in a mobile application were most important. Consumers responded that the ability to submit bill payments, view detailed policy information, and enter detailed accident information including photos and scene details were critical to a satisfactory mobile experience. State Farm's mobile site included all of these qualities while exhibiting these features in a visually appealing and highly useable way.

“State Farm is the leader in mobile insurance capabilities and we’re working hard to maintain that position,” said Patty Gaumont, vice-president of Enterprise Internet Solutions at State Farm. “This ranking acknowledges our focused effort to design the best user experience for our customers.”

Even with the top ranking, State Farm continues to improve the mobile experience. “We’re always listening to customer feedback,” said Gaumont, “and are evaluating new technology that will make it even easier to use.”

State Farm's mobile applications include Pocket Agent®, Steer Clear® Mobile, and Driver Feedback™ on both the iPhone® and Android™ platforms, and the MoveTools™ app for iPad® users. To learn more about State Farm's mobile applications go to www.statefarm.com/mobile/.

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About State Farm®

State Farm and its affiliates is the largest provider of [car insurance](#) in the U.S. and is a leading insurer in Canada. In addition to providing [auto insurance quotes](#), their 17,800 agents and more than 66,000 employees serve 81 million policies and accounts – more than 79 million auto, home, life and health policies in the United States and Canada, and nearly 2 million bank accounts. [Commercial auto insurance](#), along with coverage for renters, business owners, boats and motorcycles, is also available. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No. 37 on the Fortune 500 list of

largest companies. For more information, please visit <http://www.statefarm.com> or in Canada <http://www.statefarm.ca>.