

The Hartford To Offer Exclusive Auto and Home Insurance Program To American Kennel Club Dog Owners
Company will also sponsor the AKC Canine Good Citizen® and S.T.A.R. Puppy™ programs

The Hartford Financial Services Group, Inc. (NYSE: HIG) today announced a program that will offer auto and home insurance to American Kennel Club® (AKC®) dog owners. Through this alliance, the company will also become the exclusive insurance sponsor of the AKC Canine Good Citizen (CGC®) and S.T.A.R. Puppy programs.

"We are proud to align with the AKC, a well-respected organization dedicated to responsible dog ownership," said Andy Napoli, president of consumer markets at The Hartford. "The AKC has a strong brand recognized by millions of loyal dog owners for more than 125 years. We look forward to meeting their insurance needs."

The Hartford and the AKC recognize the importance of responsible dog ownership. In support of this alliance, the Hartford will offer the program to owners of all AKC registered dogs. Owners with breeds historically ineligible for coverage may be eligible if they meet specific conditions demonstrating obedience and responsible dog ownership. This includes passing the AKC Canine Good Citizen test.

"We are pleased that The Hartford is leading the way to providing insurance for responsible families that own purebred dogs," said AKC President and CEO Dennis Sprung. "By promoting the AKC Canine Good Citizen and S.T.A.R. Puppy programs, The Hartford is also assisting AKC stay true to its mission of helping families have positive relationships with their dogs."

Nearly 40 percent of U.S. households own dogs and taking the AKC Canine Good Citizen test has become one of the most popular training programs offered by the AKC. As part of this program, dogs are required to pass a 10-step test, in a non-competitive environment, to evaluate the training and demeanor of the animal. The certification also confirms that the dog is under the appropriate care of a veterinarian. Each year more than 40,000 dogs take the test nationwide. The AKC S.T.A.R. Puppy program is designed to get puppies and their owners off to a positive start while building the foundation for responsible care and ownership. For more information about taking the AKC Canine Good Citizen test and the AKC S.T.A.R. Puppy Program, visit www.akc.org.

The program is effective January 1, 2011. Products and sponsorship activities will roll out throughout the year.