



News Release

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UNITED HERITAGE INSURANCE FIRST-EVER PRESENTING SPONSOR OF uDROVE® HUMANITARIAN BOWL

Sponsorship Enables New Activities for Bowl Which May Feature Teams With Eight-Plus Wins

Boise, Idaho – (November 16, 2010) – The uDrove® Humanitarian Bowl today announced that United Heritage Insurance has signed a four-year exclusive agreement to be the presenting sponsor, helping to solidify the Bowl’s long-term financial stability. In addition, the Bowl will conduct several new events, including a game-day snowmobile exhibition and week-long music showcase for downtown eateries and nightclubs.

“We are excited to be part of this Bowl, which is a fixture on Idaho’s sports scene and has provided an infusion of funds and services to area communities and businesses,” said Dennis Johnson, United Heritage Financial Group president & chief executive officer. “Similar to the Bowl, United Heritage Insurance believes in making a positive impact in the communities in which our employees and customers live.

“This new presenting sponsorship from United Heritage Insurance, when coupled with uDrove’s significant title sponsorship, allows us to put on a world-class show for fans, ensure the best possible match-up on the field, and continue our legacy of giving back to the community” said Kevin McDonald, uDrove® Humanitarian Bowl executive director. “The Bowl’s match-up possibilities are tantalizing at this point in the season, but it’s possible for us to see two teams with a minimum of eight wins each.”

The Monster Energy® Presents Paul Thacker Backflips at the Bowl freestyle exhibition, featuring world-record jumper Paul Thacker, will be held prior to the game in the Bronco Stadium parking lot and offers free admission with Bowl tickets. A longtime Monster Energy-backed athlete and ESPN Winter X Games competitor, Thacker is the current snowmobile distance jumping world record holder - launching a 300-plus foot jump in 2008.

Rock-n-Bowl Week will provide opportunities for fans to visit participating downtown Boise eateries, bars and nightclubs for live music during the week prior to the game. A list of participating venues and music acts will be provided on www.humanitarianbowl.org.

The uDrove® Humanitarian Bowl, featuring teams from the Western Athletic Conference and Mid-American Conference, will be held at Bronco Stadium on Saturday, December 18, 2010, at 3:30 p.m. MDT and broadcast on ESPN and ESPN Radio. The Bowl's teams will be selected by both conferences at the conclusion of the season. Tickets are available at www.idahotickets.com, by phone at: (208) 426-1494, or at the Bronco Stadium ticket office.

United Heritage, headquartered in Meridian, Idaho, offers a diverse line of insurance products which include life, home, auto, and annuities.

Idaho-based uDrove® is a revolutionary new business and compliance management tool for the transportation industry that uses the functionality of smart phones, replacing in-cab paperwork and allowing the trucking transportation industry to manage business faster and smarter.

The uDrove® Humanitarian Bowl is the first bowl game in the United States to have humanity in its brand. The Bowl recognizes the positive impact teams, coaches and student-athletes have in their communities and their leadership roles in promoting humanitarian efforts.

For more information visit www.humanitarianbowl.org.

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