



ARBELLA[®]
INSURANCE FOUNDATION

The Arbella Insurance Foundation is actively engaged in the promotion of safe driving. Distracted driving, especially among teenagers, is an issue of particular concern. **Consider this:**

52%
**OF TEEN DRIVERS
ADMIT TO MAKING
& ANSWERING
CELL PHONE
CALLS WHILE
DRIVING**

(Bridgestone America, Inc., 2012)

34%
**ADMIT TO TEXTING
WHILE DRIVING**

(Bridgestone America, Inc., 2012)

**DRIVERS ARE
23%**
**MORE LIKELY TO
CRASH IF TEXTING
WHILE DRIVING**

(NHTSA 9/2010)

In light of these alarming numbers, the Arbella Insurance Foundation has decided to subsidize the purchase of Cellcontrol, a new breakthrough technology designed to give parents a tool to keep young drivers safe on the road.

ARBELLA INSURANCE GROUP, established in 1988, founded the Arbella Insurance Foundation in 2004. The mission of Arbella's Foundation is to engage in activities and to support not-for-profit organizations that have a significant positive impact on the people and communities served by Arbella.

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DETAILS ABOUT THE OFFER: Cellcontrol™ markets and sells a cell phone blocking and monitoring product aimed at combating distracted driving by blocking certain cell phone use (the "Product"). The Product's description, functionality and limitations are more fully described on the Cellcontrol website: www.cellcontrol.com or you can call Cellcontrol at 888-896-9753 to learn more. The Product cannot be used on all phones. The Product works with all Androids, BlackBerrys, and most Windows mobile phones but, at the time of print, the iPhone was not compatible. Cellcontrol plans to offer iPhone functionality in the near future so check back with them periodically. The Arbella Insurance Foundation is a charitable entity dedicated to promoting safe driving. The parties have created a safe driving initiative where the Foundation will subsidize the first 700 purchases of the Cellcontrol™ Product when purchased using the Arbella promotion code. Promo codes can be obtained through designated independent agents found on Arbella.com under "find a local independent agent" as these agents have agreed to donate their time to help promote this initiative on behalf of the Foundation. Promo codes are available to all members of the public regardless of where they purchase auto insurance or who their insurer is. Once the first 700 are sold, purchasers can still purchase the Product at the discounted rate of \$60. Purchases made at the \$25 dollar subsidized rate are limited to 2 per household. Purchases under this offer include the Cellcontrol™ trigger, an online personalized account and a free 12 month upgrade to the basic monthly monitoring service ("Enhanced Monitoring"). At the end of the first year, Cellcontrol will offer purchasers an annual renewal of the Enhanced Monitoring at the rate of \$3 per month. Purchasers are not obligated to accept the Enhanced Monitoring and may elect to continue use under the Basic Plan. The Enhanced Monitoring provides additional information to the account owner such as when a driver exceeds speeds over a predetermined limit, the number of "hard brakes" that occurred and miles driven. Discount can be removed or changed without notice.

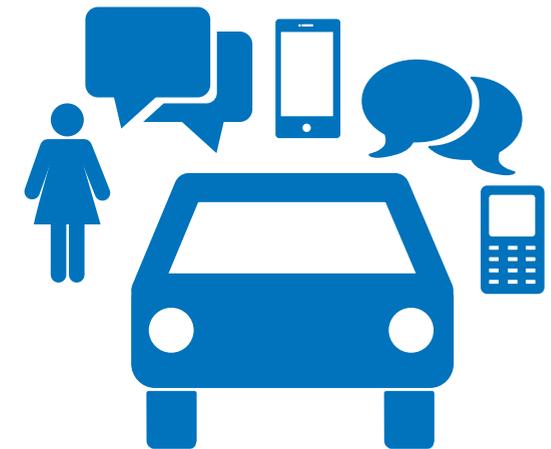
DISCLAIMERS: All purchases are made directly from Cellcontrol and any and all issues regarding purchase, use or problems should be directed to Cellcontrol directly. The Foundation's only financial role in this initiative is to provide a limited amount of subsidy to those who purchase Cellcontrol. The Foundation does not receive any money from the sale or renewal of the Product. The Foundation does not endorse, warrant or guarantee any claims made by Cellcontrol including the functionality, quality or effectiveness of their Product. The Foundation specifically disclaims any liability for any damages, claims (including bodily injury or death) that arise as a result of this initiative or any purchase made thereunder.

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A SAFE DRIVING INITIATIVE
SUBSIDIZED BY THE



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**A NEW TOOL
TO KEEP DRIVERS
SAFE FROM
DISTRACTED
DRIVING**

HOW CELLCONTROL WORKS

Cellcontrol™ uses innovative technology and a device called a trigger that plugs into the onboard diagnostics (OBD) port in your car and gives you the power to manage a young driver's phone usage while the car is in motion. The trigger is configured, monitored, and controlled online to your specifications. It disables texting while the car is in use and can also be programmed to block incoming and outgoing calls, apps, email, and web browsing if you so desire.

Since driver safety is of utmost concern, Cellcontrol always allows emergency numbers to remain active. As a parent, you can "white list" the numbers you wish to enable. You can also custom create automatic text responses to anyone trying to reach the driver while Cellcontrol is active. And if the trigger is removed or tampered with, you will be notified.



Cellcontrol
Trigger

Cellcontrol works in any car or light truck manufactured since 1996. It can be paired with any phone that has a Cellcontrol app or Cellcontrol software on it. These phones include all Androids, BlackBerrys, and most Windows mobile phones. We also anticipate iPhone coverage shortly, so check back for updates soon.

SETUP IS SIMPLE ONCE YOU'VE PURCHASED THE TRIGGER

- 1** Set up your account & family usage policy on Cellcontrol's web-based activation site.
- 2** Download the software by clicking on a link automatically sent to your phone.
- 3** Plug the trigger into your vehicle. No tools or training required.

HOW CAN I PURCHASE CELLCONTROL?

As a safe driving initiative, the Arbella Insurance Foundation is subsidizing the cost of purchasing Cellcontrol at the special rate of \$25 for the first 700 people to sign up, and \$60 thereafter. Simply ask your local independent agent for an Arbella discount code that will be entered in at the time of purchase.

Thanks for your interest in Cellcontrol. Together we can keep drivers safe from distracted driving!

Click on Cellcontrol at arbella.com to learn more.

\$25*
(RETAIL PRICE \$125)

**FOR THE FIRST
700 PEOPLE TO
SIGN UP.**

**Plus, enjoy the discounted
rate of \$60 thereafter.**

*Not including tax & shipping

