



News Release

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State Auto Financial announces fourth quarter and year 2011 earnings conference call

COLUMBUS, OHIO – January 27, 2012 – State Auto Financial Corporation (NASDAQ:STFC), a super regional property and casualty insurance holding company, will discuss its fourth quarter and year 2011 results in a conference call on Thursday, Feb. 16, 2012, at 10 a.m. ET. The company plans to release its results on Thursday, Feb. 16, 2012, before the open of regular trading on the NASDAQ Stock Market.

The call is being webcast by Thomson Reuters and can be accessed via the Investors tab of <http://www.StateAuto.com/>.

The webcast is also being distributed through the Thomson Reuters StreetEvents Network. Individual investors can listen to the call at <http://www.earnings.com/>.

State Auto Financial Corporation, headquartered in Columbus, Ohio, is a super regional property and casualty insurance holding company and is proud to be a Trusted Choice® company partner. STFC stock is traded on the NASDAQ Global Select Market, which represents the top third of all NASDAQ listed companies.

The insurance subsidiaries of State Auto Financial Corporation are part of the State Auto Group. The State Auto Group markets its insurance products in 50 states and the District of Columbia through independent insurance agencies and brokers. The State Auto Group is rated A (Excellent) by the A.M. Best Company and includes State Automobile Mutual, State Auto Property & Casualty, State Auto Ohio, State Auto Wisconsin, State Auto Florida, Milbank, Farmers Casualty, Meridian Security, Meridian Citizens Mutual, Beacon National, Beacon Lloyds, Patrons Mutual, Litchfield Mutual Fire, Rockhill Insurance, Plaza Insurance, American Compensation and Bloomington Compensation. Additional information on State Auto Financial Corporation and the State Auto Insurance Companies can be found online at <http://www.StateAuto.com/>.

– 30 –