



News Release

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State Auto Financial declares 75th consecutive quarterly dividend

COLUMBUS, OHIO – March 5, 2010 – Today the board of directors of State Auto Financial Corporation (NASDAQ: STFC) declared a regular quarterly cash dividend of \$0.15 per share, payable March 31, 2010, to shareholders of record at the close of business on March 15, 2010. This is the 75th consecutive quarterly cash dividend declared by the company's board since STFC had its initial public offering of common stock in 1991.

State Auto Financial Corporation, headquartered in Columbus, Ohio, is a super regional property and casualty insurance holding company. The company markets its personal and business insurance products exclusively through independent insurance agencies in 33 states 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 is rated A+ (Superior) by the A.M. Best Company and consists of State Automobile Mutual, State Auto Property & Casualty, State Auto National, State Auto Ohio, State Auto Wisconsin, State Auto Florida, Milbank, Farmers Casualty, Meridian Security, Meridian Citizens Mutual, Beacon National, Beacon Lloyds, Patrons Mutual and Litchfield Mutual Fire. Additional information on State Auto Financial Corporation can be found online at <http://www.StateAuto.com/>.

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