

# ROBERT E. O'CONNOR JR.

*Attorney at Law*

May 26, 2011

Edward B. Rust, Jr.  
Chairman and CEO  
State Farm Mutual Insurance Company  
One State Farm Plaza  
Bloomington, IL 61710

RE: StateFarm.com

Dear Mr. Rust:

I write to you, again, to protest the StateFarm.com discrimination against a large percentage of the agency force. Failure to recognize and refer leads to customers seeking a known agent is not only fraudulent, but interferes with each agent's potential business relationships.

State Farm has urged agents for years to participate in a wide variety of community service and other "good neighbor" programs. Coupled with State Farm's huge advertising, most agents have been very successful. To now deny the very existence of many agents defeats what had been a tremendous, profitable partnership.

The National Association of State Farm Agents insists that this internet deception cease.

Very truly yours,



ROBERT E. O'CONNOR, JR.

REOjr/sd