



Shaquille O'Neal comes on board  
as the first brand ambassador for The General®  
*Towering NBA all-star and pint-sized company mascot  
team up in new ad campaign*

**(Nashville, Tenn.) (May 19, 2016)** — The General®, an expanding auto insurance company known for its diminutive cartoon mascot and spokesperson, has signed its first real-life brand ambassador, and it's a big one: NBA Hall-of-Fame center, Shaquille O'Neal.

"We are thrilled to have Shaq and his larger-than-life personality as part of The General team," said John Hollar, chief operating officer and president of The General.

"Shaq's authentic, friendly and welcoming nature aligns with our company and resonates with the customers we serve. While Shaq and The General have some obvious physical differences, their personalities make for a dynamic duo to represent our company."

In his brand ambassador role, the 7-foot, 1-inch O'Neal will represent the company in TV commercials and across digital media channels, and will share the stage with the 4-foot, 9-inch General and his signature red convertible. The campaign will launch this summer.

The General, based in Nashville, Tenn., is a non-standard auto insurance company serving customers with various needs, specializing in those who may have difficulty obtaining insurance from other insurers at a reasonable rate. The General, part of the American Family Insurance group of companies, is active in 44 states and expects to be national by 2017.

The General primarily sells its products online and through call centers, independent agents, partners and American Family Insurance agents.

O'Neal said personal experience with The General motivated him to become its first official spokesperson.

“I was a customer of The General in my college days at LSU,” said O’Neal. “Like most kids starting out on their own, I didn’t know much about insurance but The General helped me out, and I’m still a customer today.”

O’Neal was recently nominated to the NBA Hall of Fame after an All-Star career that included three consecutive championships with the Los Angeles Lakers, two league MVP awards, three Finals MVP awards and 14 All-NBA Team selections.

Off the court, O’Neal’s accomplishments include his current role as a TV analyst on TNT’s Inside the NBA, in addition to success in acting, music, television and gaming. He is also a national spokesperson for the Boys & Girls Clubs of America, featured in its campaigns for more than a decade.

“When you’re working with Shaq, you can bet the results will be both interesting and entertaining,” said Drew Martin, vice president of marketing for The General. “As for details on the commercials, all I can tell you is The General will be driving.”

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### **About The General**

The General Automobile Insurance Services, Inc. (The General®) is a licensed insurance agency and subsidiary of PGC Holdings Corp. (PGC), which is wholly owned by American Family Mutual Insurance Company. Through its insurance company subsidiaries and their predecessors, PGC has been writing automobile insurance since 1963. Visit [www.thegeneral.com](http://www.thegeneral.com) or [www.thegeneral.com/shaq](http://www.thegeneral.com/shaq); follow The General on [Twitter](#).

### **About Shaquille O’Neal**

Shaquille O’Neal is a four-time NBA Champion and three-time NBA Finals MVP. The retired, 15-time NBA All-Star was named as both the highest ranked athlete in the NBA and the most influential in sports in 2011. With a PhD in Leadership and Education, this iconic marketing and social media marvel was ranked among the “100 Most Creative People in Business” by *Fast Company Magazine* with an online presence that has grown to become the second most followed U.S. athlete on Twitter. As a celebrity, athlete, business professional and comedian, O’Neal has an enormous and devoted fan base across a variety of demographics. Visit [Shaq.com](http://Shaq.com); follow Shaq on [Facebook](#) and [Twitter](#).

### **About Authentic Brands Group, LLC**

Authentic Brands Group is a brand development company, which seeks to build long-term value through the ownership of intellectual property associated with prominent fashion, sports, celebrity and entertainment brands. Headquartered in New York City, ABG enhances brand equity through partnering with best-in-class licensees and retailers. Visit [www.abg-nyc.com](http://www.abg-nyc.com).

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