



FOR IMMEDIATE RELEASE:

**ESURANCE ICER AIR – SAN FRANCISCO’S URBAN BIG AIR
SKI AND SNOWBOARD COMPETITION IS A HUGE SUCCESS**

Over Thirty-Three Thousand Fans Descend Upon AT&T Park for 2 Unforgettable Days

SAN FRANCISCO (November 03, 2007) - ICER is pleased to announce the success of the third annual Esurance ICER AIR event. Building on the popularity of the inaugural event on San Francisco's famed Fillmore Street hill, skiers and snowboarders once again took on another one of San Francisco's iconic locations, AT&T Park. Esurance ICER AIR, which features the only big air ski and snowboard stadium jump in the United States, drew 33,000 spectators over two days for a thrilling action sports, music and lifestyle event on a bluebird San Francisco weekend.

"Every year Esurance ICER Air evolves," remarked ICER AIR creator Glen Griffin. "In addition to featuring the best ski and snowboard talent from around the world, this year we added an action sports village featuring some of the best freestyle motocross, skate and bmx athletes showcasing their talents."

On Saturday, Olympic and X Games champions competed on a 110-foot high jump that extended from the top of AT&T Park's scoreboard to second base. The jump was covered with over 200 tons of man-made snow that withstood unseasonably warm temperatures. The skiers and snowboarders wowed the crowds with gravity-defying aerial maneuvers against the backdrop of the Bay Bridge and San Francisco skyline.

Jon Olsson claimed the big air ski title with his signature, crowd-pleasing double kangaroo flip. Simon Dumont slid into close second with a huge cork 1080; Sammy Carlson finished third with a switch 10.

In the snowboarding competition, last year's champion Travis Rice retained his title, taking first with a near perfect double cork 10. Tim Humphreys finished second with a switch frontside 9, and Chas Guldemond took third with a backside 1080.

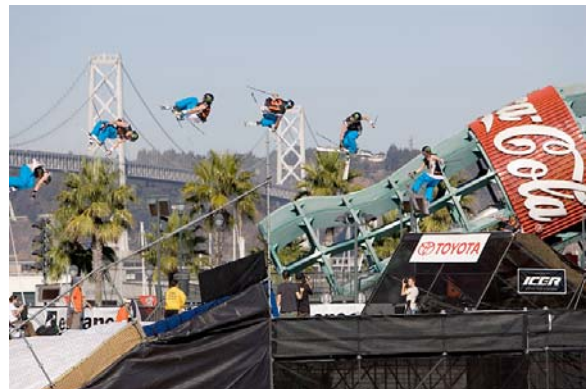
The event ended with high-energy performances by Mos Def and Talib Kweli. Olympic Gold Medalist Jonny Moseley hosted the event and thrilled the crowd with multiple jumps, including an old school iron cross back scratcher while wearing Bermuda shorts.

Partners

Esurance ICER AIR sponsors include: Esurance, Crocs, Toyota, PlayStation, Full Throttle, NOS, Whistler Blackcomb, Head Skis, and Skull Candy. Media partners include: Fox Sports Net, *Freeskier*, *Transworld Snowboarding*, *Spin*, and *Outside*. The charity partner for Esurance ICER AIR is R.O.C.K. (Real Options for City Kids).

About ICER AIR

The idea of skiing San Francisco became a reality two years ago. On September 29, 2005, 15,000 people watched history being made as ICER AIR took to Fillmore Street for the first-ever urban big air ski and snowboard competition. Realizing the potential for this type of event and always wanting to push the limits of creativity, ICER AIR creator Glen Griffin moved the jump to a larger venue, AT&T Park, and on November 4, 2006 turned Esurance ICER AIR into an action sports, music, and lifestyle experience. The one-day event featured BMX, skate, and wakeboard performances and competitions, with the spotlight on the first big-air stadium ski and snowboard competition in the United States. The world's most





talented skiers and snowboarders launched themselves off a jump over 100 feet high and 350 long as 28,000 spectators looked on in awe. Continuing the mission of bringing the mountains to the city, Esurance ICER AIR 2007, to be held November 2-3, has evolved into a two-day, multi-venue series of events, action sports, concerts, and parties. ICER AIR intends to grow into other cities and will announce its future plans soon. www.icerair.com

About Esurance

Esurance, a subsidiary of White Mountains Insurance Group, Ltd. (NYSE: WTM), provides personal auto insurance direct to consumers online and through select online agents. Through Esurance's award-winning Web site, customers can get quotes, compare rates, buy policies, and manage their auto insurance quickly and easily. Committed to innovation and healthy competition, Esurance is proud to support unique, one-of-a-kind events like Esurance ICER AIR. For more information on teams and sporting events sponsored by Esurance, visit <http://www.esurance.com/aboutus/sports.asp>

About ICER

ICER began in 2000 as a small ski and snowboard products company with aspirations to grow into a global sports brand. ICER entered the marketplace by introducing a revolutionary new pocket-sized, spray-on liquid wax for skis and snowboards. Building on the success of the ski and snowboard product lines, ICER plans to expand its line by roll out products for sailing, surfing, wakeboarding, water-skiing, skateboarding and biking. www.icersport.com.

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