



The Hartford Teams with Basketball Hall of Fame To Title 'The Hartford Hall of Fame Showcase'

Second-year event features great teams; supports basketball's national shrine; and builds on The Hartford's longstanding partnership with the NCAA

BOSTON, Mass., Sept. 26, 2007 - The Hartford Financial Services Group, Inc. (NYSE: HIG) and the Naismith Memorial Basketball Hall of Fame announced an agreement in principle Wednesday to create a new title for the annual men's college basketball doubleheader that benefits the Basketball Hall of Fame. It will now be called, "The Hartford Hall of Fame Showcase."

The 2007 event, owned and managed by Game Seven Sports Marketing, a Blue Equity Company, in partnership with the Basketball Hall of Fame, will take place Dec. 1 at the TD Banknorth Garden in Boston. The doubleheader will feature Gonzaga University vs. University of Connecticut and Providence College vs. Boston College.

As title sponsor for the Showcase, The Hartford further extends its involvement in college athletics. The company is currently an NCAA corporate partner and sponsors the Hall of Fame's Cousy Award, an honor awarded annually to the top collegiate point guard. The Hartford's deep commitment to the NCAA extends off the court, too, with the Playbook for Life, a program it created in conjunction with the NCAA to help educate student-athletes on the lifetime commitment necessary to master their personal finances.

"We are honored to see our name attached to The Hartford Hall of Fame Showcase, expanding our commitment to college athletics and the benefits it brings our brand," said Dan Brown, executive vice president of sales and distribution for The Hartford's property & casualty operations. "We know that our customers enjoy seeing our iconic Stag logo associated with the highest level of collegiate competition in the country. The Hartford, the Naismith Hall of Fame and the NCAA share the same core values of education, teamwork and excellence."

The annual event was launched at U.S. Airways Center in Phoenix in December 2006. There, before 15,500 fans and a national television audience, Gonzaga upset Texas and Arizona rallied to beat Illinois on a day of thrilling competition. The Showcase was designed as a "bowl-like" event that each year features four of the nation's best college basketball teams and moves from arena to arena across the U.S., exposing new markets to a premier pairing of games. As a companion to the games, the Showcase also features a rich schedule of community outreach programs and a youth clinic.

The Showcase is an economic boon to the cities that it visits. With organizers anticipating a sellout of available tickets, the Greater Boston Convention and Visitor's Bureau estimates the impact of the event to approach \$10 million. The event is scheduled to be held in Indianapolis in 2008 and Charlotte in 2009.

"The Hall of Fame Showcase has quickly established itself as one of the Hall's premier events. And with The Hartford as our new title sponsor, it will undoubtedly enable the event to continue its growth and success," said John L. Doleva, Hall of Fame President & CEO. "We are proud to bring this prestigious event to the state where basketball was born. These four great programs will help create an exciting basketball atmosphere in Boston and throughout New England, and we look forward to hosting this premier event just 90 miles away from Springfield, which is home to the Hall of Fame and the city where basketball was invented by Dr. Naismith in 1891."

The non-profit Hall of Fame, based in Springfield, Mass., the birthplace of the sport, recognizes excellence at all levels of the game worldwide.

Public sale of tickets for The Hartford Hall of Fame Showcase begins Thursday, Sept. 27 at all Ticketmaster locations as well as on Ticketmaster.com. Each school has been granted an allotment of tickets available for their students and alumni. For corporate and group packages, please contact Game Seven Sports at 859-317-2200 x2206. Complete event information can be found on www.hoophall.com or www.game-seven.com.

About The Hartford

The Hartford, a Fortune 100 company, is one of the nation's largest diversified financial services companies, with 2006 revenues of \$26.5 billion. The Hartford is a leading provider of investment products, life insurance and group benefits;

automobile and homeowners products; and business property and casualty insurance. International operations are located in Japan, Brazil and the United Kingdom. The Hartford's Internet address is www.thehartford.com.

About the Naismith Memorial Basketball Hall of Fame

Located in Springfield, Massachusetts, the city where basketball was born, the not-for-profit Naismith Memorial Basketball Hall of Fame promotes and preserves the game of basketball at all levels via its Springfield-based museum and numerous special events and outreach programs worldwide. The 18-acre Hall of Fame complex on the banks of the Connecticut River includes the state-of-the-art Hall of Fame museum, restaurants, retail shops and a hotel. Construction is currently underway to open an LA Fitness center, health and wellness office space and a new restaurant in 2008. For more information on the Naismith Memorial Basketball Hall of Fame, please visit our website at www.hoophall.com or call 1-877-4-HOOPLA.

About Blue Equity

Game Seven Sports Marketing is a division of Blue Equity, LLC is an independent, private equity firm based in Louisville, Ky. Blue Equity is committed to actively investing growth capital and business expertise in enterprises with solid development potential. Investment efforts and managerial expertise are focused on the operation of a global and diversified portfolio of business enterprises, including opportunities in media, publishing, sports and entertainment, financial services, real estate and international trade. In addition to Game Seven Sports, Blue Equity's holdings in sports include SFX Worldwide, Worldwide Football, Blackwave Sports, Team Championships International (TCI), and Humarks. Clients include athletes from professional tennis, the NBA, the NFL and college coaches. Media & Event properties include the US Open Tennis Championship, the French Open Tennis Championship, the Legg Mason Tennis Classic, numerous US-based ATP tournaments, Rock 'n Racquets, Hoop It Up, Let It Fly, Kick It, and the Boston Marathon, among others. Blue Equity is dedicated to helping businesses grow by accelerating opportunity and driving innovation to the marketplace. www.blueequity.com.

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