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PRESS RELEASE

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Ageas Protect rebrands as AIG

30th March 2015 – Ageas Protect has changed its name to AIG Life Limited and will from today present itself as AIG.

The new name and AIG logo will now be used to promote the company's life insurance protection business in the UK.

The deal to buy Ageas Protect was first announced on 6th August 2014 and approved by the Financial Conduct Authority on 31st December 2014.

American International Group agreed to buy the 100% shareholding of life insurer Ageas Protect Limited from Ageas.

Commenting on the change, AIG Life's managing director, Darren Spriggs, said: "We are delighted to complete the rebrand to AIG ahead of schedule. This marks the next stage in our development and we are excited by the opportunities we have in the pipeline backed by the AIG name."

Ends

Notes to editors

American International Group, Inc. (AIG) is a leading global insurance organization serving customers in more than 100 countries and jurisdictions. AIG companies serve commercial, institutional, and individual customers through one of the most extensive worldwide property-casualty networks of any insurer. In addition, AIG companies are leading providers of life insurance and retirement services in the United States. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange.

Additional information about AIG can be found at www.aig.com | YouTube: www.youtube.com/aig | Twitter: @AIGLifeUK | LinkedIn: <http://www.linkedin.com/company/aig>

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