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AIG TOWER RE-NAMED AIA CENTRAL A CHANGE OF NAME - A SYMBOL OF CONTINUITY

HONG KONG, July 9, 2009 – American International Assurance Company, Ltd (AIA) today announced the renaming of AIG Tower at 1 Connaught Road Central as AIA Central.

Commenting, Mark Wilson, Group Chief Executive Officer and President said: “AIA Central is an award winning office building, iconic in the skyline of Hong Kong’s financial district and one of the city’s most prestigious commercial addresses. We are very proud to have our name clearly identified with it and highlight our continuing ownership of the building.

“The renaming is an important step and a symbolic representation of the AIA Group’s separation from AIG. AIA Central’s location has special historic significance and emotional resonance for us because it occupies the same site where AIA’s first offices in Hong Kong were established in the 1930s.”

As part of the building’s renaming, the newly launched AIA visual identity is now displayed on the top of AIA Central, further raising the profile of AIA in Hong Kong’s central business district. In May 2009, AIA announced a re-branding initiative unifying its operations under one strong AIA brand. This initiative involves the roll-out of a bold new visual identity of the AIA brand progressively introduced across the region, with everything from businesses to buildings changing their names.

AIA Central is a state-of-the-art premium grade A office building that has won numerous international accolades including the *Excellent Award of Hong Kong Beam* by Hong Kong Beam Society (2005) for its design, *People’s Choice Design Award* by American Institute of Architect (2007) and *Silver Award for Engineering Excellence* by American Council of Engineering of New York (2007).

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About the AIA Group

The AIA Group is a leading pan-Asian life insurance organisation with a unique heritage of serving the world's most dynamic region for 90 years. It provides consumers and businesses with products and services for life insurance, retirement planning, accident and health insurance as well as wealth management solutions. Through an extensive network of 250,000 agents and 20,000 employees across 14 geographical markets, the AIA Group serves over 20 million customers in the region.

The AIA Group has branch offices, subsidiaries and affiliates located in jurisdictions including Australia, Brunei, China, Hong Kong, India, Indonesia, Macau, Malaysia, New Zealand, Singapore, South Korea, Taiwan, Thailand and Vietnam. Subject to regulatory approvals, AIG intends to incorporate the Philam Group of Companies, based in the Philippines into the AIA Group.

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