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## Media Release

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### ***AIA Group introduces a re-branding initiative under one strong AIA brand***

#### ***Fresh and bold new visual identity for AIA***

#### ***Re-branding to unify operations in Asia***

**Hong Kong, May 27, 2009:** American International Assurance Company, Ltd (AIA Group) today announced a re-branding initiative as it enters a new and exciting era in its history. The re-branding initiative will see a bold, new brand visual identity progressively rolled out across the region, with everything from businesses to buildings changing their names. It is the most extensive re-branding since 1955 when the current AIA logo was introduced.

The new brand visual identity is a symbolic representation of the AIA Group's future separation from AIG and evocative of its heritage as a truly pan-Asian insurer. It underscores the AIA Group's commitment to constant development and its ability to react rapidly to change by providing innovative and relevant products and services to meet its customers' evolving needs.

AIA Group's operations in Australia, South Korea and Vietnam will all be re-named, subject to relevant regulatory approvals, from their legacy brands to AIA. In Indonesia, PT AIG Life will be re-named PT AIA Financial. In Hong Kong, where the AIA Group office is located, the award winning and iconic AIG Tower will be re-named.

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Commenting, Mark Wilson, AIA Group Chief Executive Officer and President said: "This important re-branding will unify our business activities under one strong pan-Asian identity. Our new refreshed visual identity is an iconic statement of AIA as a leading contemporary Asian brand, while continuing to demonstrate the heritage and financial strength our customers trust. We have made subtle but significant changes, highlighting the AIA name and keeping the solidity of the mountain, while updating and modernising our visual identity. The new logo retains strong links with our past while looking to the future."

"This re-branding coupled with the future independence of the AIA Group will ensure that we retain and fully capitalise on our cherished position as part of the fabric of Asian society, and provide a strong and stable platform for continued growth. As previously disclosed, we are separately taking steps to seek a public listing on an Asian stock exchange."

The re-branding will be seen in Australia, Brunei, China, Hong Kong, Indonesia, Macau, Malaysia, Singapore, South Korea, Thailand and Vietnam, subject to relevant regulatory approvals.

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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 13 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, Thailand and Vietnam. Subject to regulatory approvals, AIG intends to incorporate the Philam Group of Companies, based in the Philippines, and ALICO Taiwan into the AIA Group.

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