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Media Release

AIA STAFF AND AGENTS RAISED MORE THAN \$160,000 IN FIRST-EVER CHARITY WALKATHON

2 September 2009 – AIA staff and agents have raised over \$160,000 for the Singapore Cancer Society (SCS) through the AIA Walk For Charity 2009, AIA's first-ever charity walkathon. The event was held on Saturday, 29 August 2009 at the Padang with a turnout of close to 3,000 AIA staff, agents, family members and policyholders. In addition to raising funds for SCS, AIA Walk For Charity 2009 also celebrated the launch of the new AIA logo.

The Guest-of-Honour for the event was Mr Zainudin Nordin, Mayor of Central Singapore District.

Participants walked 2.2 km along a scenic route, and this was followed by a charity carnival of food and games. Close to 70 Cancer survivors from SCS also participated in the event.

"AIA has been a strong supporter of the Singapore Cancer Society. We are grateful to AIA for helping SCS raise funds for needy cancer patients", said Associate Professor Koo Wen Hsin, Chairman of Singapore Cancer Society.

Mr Kenneth Juneau, Executive Vice President & Senior Regional Executive, Chief Executive Officer, AIA Singapore added, "I am very pleased to see the great philanthropic spirit and generosity of our staff and agents. They have come forward and participated whole-heartedly in this fundraising event despite their busy schedules, to raise funds for the Singapore Cancer Society and bring hope to needy cancer patients. This is also a remarkable event as it celebrates the launch of our new AIA logo, marking the start of a new chapter in AIA's history".

The new brand visual identity is an iconic statement of AIA as a 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 modernizing our visual identity. The new logo retains strong links with our past while looking to the future.

AIA has been supporting SCS in its fight against cancer since 2004. To-date, AIA has raised more than \$2 million for SCS.

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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 15 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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