



**American International Assurance
Company, Limited**

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Media Release

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***AIA LAUNCHES “WE ARE ASIA” –
A MAJOR NEW REGIONAL ADVERTISING CAMPAIGN***

IMPORTANT COMPONENT OF AIA’S STRATEGIC REBRANDING

HONG KONG, August 4, 2009 – American International Assurance Company, Ltd (AIA) today launched a pan-Asia corporate advertising campaign themed: “We are Asia”. The campaign is a central part of the strategic rebranding initiative to communicate AIA’s new identity, its unique market position, its history and its ongoing commitment to customers and partners in the region.

AIA is a leading pan-Asian life insurance organisation that serves more than 20 million customers across 15 geographical markets in Asia.

The mass market thematic campaign will debut in Hong Kong, expanding across the region to include other markets. The advertisements feature a series of stunning thematic visuals, with various Asian identities and faces embracing the new AIA brand. The advertisements will be run extensively in a wide range of media, including online, print, buses and outdoor billboards. Most importantly, the confluence of the words “AIA” and “ASIA” is highlighted throughout the visual treatment of the entire advertising series.

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Group Chief Executive Officer and President Mark Wilson commented, "We believe nothing can describe us better than these three words: 'We are Asia'. As an established household brand with a heritage of 90 years in the region, and now serving over 20 million customers in 15 markets, we share a number of the region's characteristics: history and longevity, innovation, ambition, growth and a growing profile in global markets. The inseparable bond between AIA and Asia has been brought to life seamlessly through the visuals and the creative concept."

Mr. Wilson continued, "The campaign not only signifies the launch of a brand new identity of AIA, but also reinforces our commitment to the future of Asia by offering more products and services targeted to our customers' needs. With our strong track record and clear future strategy, we are as confident in our future as we are in the exciting future of Asia."

AIA recently announced the renaming of its flagship building at 1 Connaught Road Central as AIA Central in July 2009, following the launch of the company's most extensive re-branding initiative since 1955.

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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.

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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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Note to Editor: Please see attached the AIA "We are Asia" advertisement that was launched today.

We are **ASIA**

AIA is proud to have been an integral part of Asia for more than 90 years.
Today, we are helping to make the dreams of more than 20 million customers come true.

AIA.COM

