



THE PHILIPPINE AMERICAN LIFE AND GENERAL INSURANCE COMPANY  
3/F PHILAMLIFE BLDG., UN AVENUE, ERMITA, MANILA  
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## Media Release

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### **Philam Life Releases Education Benefits to over 36,000 Students This Semester**

**Manila, October 2010** – Philam Life, the largest insurer in the country, releases education benefits to over 36,000 Filipino student beneficiaries this month for the second semester of school year 2010-2011.

Philam Life continues to be a strong and reliable partner in supporting Filipino students to continue their education by providing guaranteed education funds for their elementary, high school or college expenses. From 2004 to 2009, Philam Life has released more than P2 billion in education benefits.

Mrs. Nazaria Asion, a Philam Life policyholder since 1966, shared how Philam Life helped fund her children's college education. She used to work as a rural health midwife while her husband was employed as a public school teacher. They pooled their savings every month to pay the premium for their plan. When their children reached age 16, they received the guaranteed semestral benefits. Now retired, Mrs. Asion couldn't help but express her gratitude: "By God's grace and help from Philam Life, all my children graduated from college with flying colours. My eldest son is a civil engineer, while all my daughters are medical professionals – one is a dentist, another is a medical technologist while my youngest daughter is a doctor. I am so thankful that I am now living my dream for my family."

According to Philam Life President and CEO Trevor Bull, "Philam Life continues to help a growing number of Filipinos fulfill their dreams for their children and their families. We want to assure our customers that they can count on Philam Life to deliver on our promises, generation after generation. Our trustworthiness and dependability have made us the market leader for over 60 years."

Not content to rest on its laurels, Philam Life launched a new education and life insurance plan-in-one called Bright Future Plus in June 2010 and it has quickly become one of the company's best-selling products. As with other education solutions provided by Philam Life, Bright Future Plus ensures a child's college education through guaranteed semestral benefits. These education benefits are increased every year to prepare for the increasing tuition fees. Additionally, in case of unforeseen events to the payer, Bright Future Plus ensures that the insured child will continue his education through guaranteed education benefits with extra cash benefits for other school expenses.



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Existing education policyowners can receive their education benefits through cash cards or they can also claim their checks at any Philam Life branch office nationwide. For inquiries, please contact the Philam Customer Hotline at tel. no. 528-2000.

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#### **About Philam Life**

The Philippine American Life and General Insurance Company ("Philam Life") is the largest life insurance company in the Philippines and the market leader for 60 years. Philam Life offers an extensive line of innovative products that provides solutions to various financial needs including income protection, retirement, education, investment, health, personal accident, group life and credit life. With approximately 6,000 agents and over 70 branch offices nationwide, Philam Life has one of the largest distribution networks in the industry.

Philam Life is a member of the AIA Group, a leading life insurance organisation in Asia Pacific.

#### **About the AIA Group**

The AIA Group is a leading life insurance organisation in Asia Pacific that traces its roots in the region back more than 90 years. It provides individuals 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 more than 320,000 agents and approximately 23,500 employees across 15 geographical markets, the AIA Group serves the customers of over 23 million in-force policies 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, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.