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Media Release

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Real People with Real Plans.

No stars. No celebrities. No socialites or media personalities.

Just ordinary people with extraordinary stories.

These are the stories of Philam Life's planholders and plan beneficiaries.

Simple, personal, true-to-life stories that show that the best way to protect your future or make your dream come true is to get the right advice and have the right plan.

BUTI NA LANG MAY PLANO AKO.

Meet Connie Dizon, a Philam Life planholder who, along with her brother, ran a successful business, took good care of her mother and was generally happy with her life.

Like she said, "Life was beautiful."

Until the day she discovered she had cancer.

Nothing ever really prepares you for cancer. For Connie, her first concern wasn't her own welfare but that of her family's. The last thing she wanted was for her battle with cancer to be a burden to her loved ones.

Buti na lang.

Fortunately for Connie, she had a Philam Life plan that covered her medical expenses. Undergoing treatment for cancer was hard enough. She could certainly do with one less thing to worry about.

Today Connie is proud to call herself a cancer survivor.

She is also proud to call herself a Philam Life planholder.

Life can never prepare you for a curveball like cancer. But planning ahead played a big role in Connie being able to say "buti na lang."

WALA NA SI DADDY, PERO PARANG NANDITO PA RIN SIYA.

An OFW, who happened to be a seaman, was telling his daughters how, in the open sea, it was ordinary for him to see waves as big as houses and buildings.

One of his daughters, Deorie, asked, "Do you ever feel afraid, Dad?"

He answered, "Yes. But my love for you, your little sister Ginger and your Mommy is far bigger than the fear."

"It's as big as my dreams for you."

Deorie's dad was the perfect husband, father and provider. Little did Deorie know that she would lose him to lung cancer on his next trip home.

Despite his passing, however, his dreams live on.

Her dad had made sure to plan ahead for their financial security. Thanks to Anniefe Rodriguez, a Philam Life Financial planner, he was able to plan for his daughters' education. He invested in Scholar Gold, an educational plan from Philam Life.

Today Deorie is an honor student while her sister Ginger is doing just as well in school. No matter what happens, their schooling is well-provided for.

PLAN FOR THE FUTURE WITH THE INDUSTRY LEADER.

Deorie is one of 40,000 students who benefitted from Philam Life's education pay-outs.

Connie is just one of thousands of plan holders who was able to rely on Philam Life's insurance plans. Connie's policy is Excelife Gold with Lifeline rider that provides cash for hospital and medical expenses upon diagnosis of a critical illness like cancer.

Connie and Deorie's stories are just some of the many real-life stories of how the country's number one life insurer was able to help its plan holders and beneficiaries.

By consistently delivering on its commitments to its planholders, Philam Life continues to be one of the most trusted names in insurance. Philam Life has given over P4 Billion in education benefits since 2004 and has provided P8.17 Billion in total insurance benefit payments in 2010 alone.

Philam Life offers solutions for life protection needs – Vanguard and Guardian; for education - Bright Future Plus and for health -Health 100, Cancer Life Shield or Lifeline that provides cash for hospital or medical expenses upon diagnosis of cancer, stroke, heart attack and 30 other critical illnesses.

For OFWs, Philam Life offers the BalikBayani financial planning program and Pasalubong Packages that provide financial solutions for protection, savings, education, investment, health, and retirement needs.

Philam Life is launching a new multimedia campaign, including TV commercials megged by one of the country's hottest up-and-coming directors, Paolo Villaluna of Storyline fame. The campaign is also supported by print ads, billboards and web materials that capture the stories of Connie and Deorie.

More than just "selling" insurance, Philam Life aims to enlighten more Filipinos on the value of planning ahead. The company's ultimate goal is to help more Filipinos achieve their dreams with the right advice and the right plan.

If you too are a Philam Life plan holder or beneficiary and somehow your plan was able to protect your future or help your dreams come true, tell us your story.

Who knows, you too could serve as the next inspiration for others to plan their lives ahead too?

May plano ka na ba? Anong plano mo? Usap tayo. Call 528-2000. Or visit philamlife.com.

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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 over 60 years. Philam Life offers an extensive line of products in the industry that provides solutions to various financial needs including life protection, health insurance, savings, education, retirement, investment, group and credit life insurance. Philam Life has the most extensive network of offices and sales agencies nationwide.

Philam Life is part of the AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group in the world.

About the AIA Group

AIA Group Limited and its subsidiaries (collectively “the AIA Group” or “the Group”) comprise the largest independent publicly listed pan-Asian life insurance group in the world. It has wholly-owned main operating subsidiaries or branches in 14 markets in Asia Pacific - Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau and Brunei and a 26% joint venture shareholding in India.

The Group traces its origins in Asia back more than 90 years. It is a market leader in the Asia Pacific region (ex Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It has total assets of US\$107.9 billion (as at 30th November 2010).

The AIA Group meets the savings and protection needs of individuals by offering a comprehensive suite of products and services including retirement planning, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of more than 260,000 agents and over 21,000 employees across Asia Pacific, AIA serves the holders of over 23 million individual policies and over 10 million participating members of group schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code ‘1299’.