



THE PHILIPPINE AMERICAN LIFE AND GENERAL INSURANCE COMPANY  
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## Media Release

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### **Make your dreams for your child come true with Philam Life's Bright Future Plus**

**Manila, 29 July 2010** – Philam Life, the largest life insurer in the Philippines, today introduced its newest education and life insurance plan-in-one **Bright Future Plus** to help parents save for education expenses.

Every parent has a dream about their child's bright future – to get the best education, to exceed what they themselves achieved and to have a secure future. What better way to make this dream come true than to start with a plan? What is your plan for your child's future? Philam Life's new product Bright Future Plus can help parents turn their dream of a bright future for their child into reality.

Bright Future Plus helps fulfill parents' dreams by ensuring their child's college education through guaranteed semestral benefits. These education benefits increase every year to prepare for the increasing costs of tuition. Bright Future Plus also ensures that in case of unforeseen events, the college education benefits are still guaranteed while additional cash benefits will be provided for paying other school expenses.

Parents can choose from a number of flexible payment schemes, such as 5 Years to Pay, Pay Up to Age 12 or Pay Up to Age 16, which can be paid in quarterly, semi-annual or annual payment terms.

Bright Future Plus offers peso-denominated savings for education at affordable premiums. For a 5-year pay plan, parents and children can enjoy fundamental education benefits of P98,000 for as low as P18,587.36 per year computed at age 0 of the child.

Ang kinabukasan ng iyong anak, para masiguro, kailangan may plano. Anong plano mo? Usap tayu. (You need to have a plan to ensure your child's future. What's your plan? Let's talk.) Interested parties may call 528-2000, visit [www.philamlife.com](http://www.philamlife.com), go to the nearest Philam Life office or contact a Philam Life agent.

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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



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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.