



THE PHILIPPINE AMERICAN LIFE AND GENERAL INSURANCE COMPANY
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Media Release

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Philam Life hops forward in the Year of the Rabbit

Manila, 02 February 2011 - With vibrant sounds and energetic performances, the country's leading life insurer Philam Life welcomed the 2011 Chinese Lunar Year to usher in a period of prosperity in the Year of the Golden Rabbit.

Philam Life started the festivities with the traditional eye-dotting ceremony held at the Philam Life Binondo Office strategically located in the heart of Chinatown. The ceremony involved painting the eyes of "sleeping" lions and dragons with red ink to symbolize the awakening of these creatures. Soon after, the Chinese lions and dragon began to dance to the beat of drums and clash of gongs. These mythical creatures are believed to be very auspicious and can ward off bad elements and attract good fortune.

Philam Life president and CEO Trevor Bull, who led the celebration, said: "As we enter the Year of the Rabbit, Philam Life renews its commitment to serve the Filipino-Chinese community by offering innovative financial solutions to fit the unique needs and traditions of Chinese families. The company understands that Filipino-Chinese clients are frugal, family-oriented and business savvy, and this has inspired the product innovations that we have developed to meet their needs."

The new bundle of products launched in time for the Chinese New Year includes:

- ✓ **Bright Future Plus** – an education and life insurance plan-in-one for Chinese language studies, foreign studies or post-graduate studies of policyholder's children or designated beneficiaries
- ✓ **Bounty** – a savings and life insurance plan-in-one to build policyholders' or their children's capital for future business ventures
- ✓ **Longevity** – a savings and insurance plan-in-one to fund a daughter's wedding dowry or a son's engagement or wedding

In his thanksgiving speech Trevor Bull said "The year 2010 has been a successful year for Philam Life and we thank our customers for trusting us and making us the number one life insurer for over 60 years now. The Filipino-Chinese are our highly-valued customers and it is through events like this that we show our solidarity with them and give thanks for the trust they have shown us all these years.

Philam Life invites everyone to hop towards prosperity and a secure family future for you and your family by contacting 528-2000 or visiting www.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 innovative products that provides solutions to various financial needs including income protection, retirement, education, investment, health, personal accident, group life and credit life. Philam Life has the most extensive network of offices and sales agencies nationwide.

Philam Life is a member of the AIA Group Limited (AIA), the largest, independent 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, with a broad footprint spanning 15 markets in Asia Pacific. The Group traces its roots in the region back more than 90 years and has total assets of US\$107.9 billion.

The AIA Group meets the protection, savings and investment needs of individuals by offering a comprehensive suite of products and services covering accident and health insurance, life insurance and retirement planning. It 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 policies.

The Group has operations in Hong Kong, Thailand, Singapore, China, Malaysia, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei and India.

The AIA Group is a market leader in the Asia Pacific region based on life insurance premiums, and holds number one positions in six of its geographical markets. Due to its historical roots in Asia, the AIA Group has built a network of mainly wholly-owned businesses operating as branches or subsidiaries. Only in India, where legislation restricts foreign ownership of insurance companies to 26%, is the Group’s main operating unit a joint venture.

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