



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

Philam Life releases 500 wishes to the sky to welcome Year of the Water Dragon

“Sana makapagpatayo ako ng isang small network-marketing business para matulungan ko rin ang ibang higit na nangangailangan, lalo na sa lahat ng taong gustong makatapos ng pag-aaral at makahanap ng magandang trabaho in the future.” (I wish that I can put up a small network-marketing business so I can help others who are needy, especially those who want to finish schooling and find a good, stable job in the future.)

This is the wish of Kelvin Cao, a 26-year old Filipino-Chinese call center agent, the eldest of a brood of four and the family’s breadwinner. It is a wish for prosperity and abundance in the coming new year, a common desire among Filipinos.

His wish or “sana” story is one of 500 wishes written on paper and tied to 500 red balloons which will be released to the sky by Philam Life to welcome the Year of the Water Dragon. The releasing of the balloons symbolizes how Philam Life employees, agents and partners are committed to being an instrument in empowering the Filipino to achieve their “sanas,” dreams, and aspirations. The wishes, dreams or “sana” stories were submitted through the company’s microsite anongplanomo.com.ph.

It is Philam Life’s vision to have Filipinos take advantage of the Water Dragon’s promise of abundance and prosperity this 2012 by empowering them to take steps to realize their aspirations.

“At Philam Life, we don’t just wish for prosperity --- we empower Filipinos to achieve it,” shares President and CEO Rex A. Mendoza. *“Naniniwala kami na ang pangarap, para magkatotoo, kailangan may plano* (We believe that in order for dreams to come true, there should be a plan). Our financial advisors are available nationwide to help Filipinos concretize their plans and achieve financial security and prosperity; this is our wish for all Filipinos.”

Philam Life traditionally celebrates Chinese New Year as a gesture of solidarity and respect to one of the Filipino-Chinese community’s most important traditions. The event is also an acknowledgement of Philam Life’s Chinese heritage as AIA, its mother company, traces its roots back to China, more than 90 years ago, when its first office opened in Shanghai in 1919.



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This year is among Philam Life's grandest celebrations as it unveiled one of the biggest dragons --- 350-feet long with a 3-foot diameter --- that welcomed the Year of the Water Dragon in the Philippines. The giant dragon led guests to a parade from the Filipino-Chinese Friendship Arch at the foot of Jones Bridge to the main roads of Binondo including Quintin Paredes, Ongpin, Alonzo, Soler, Padilla and Dasmariñas before going back to the arch.

The parade culminated with a special program that was held along Quintin Paredes Street facing the Philam Life office. This began with Mr. Mendoza performing the 'eye-dotting' ceremony for the dragon and lion dance heads that symbolizes the animal's "awakening" or "coming alive" before being used for performances to bring good luck and prosperity to all that it encounters.

"We see prosperity in the year of the Dragon. The Dragon has always been perceived as the most preferred sign in the Chinese Zodiac. It is associated with power, excellence and nobility, attributes that Philam Life also represents with its six decades of market leadership, financial stability and solid track record of delivering its promises and long heritage of nation-building pushing forward the country's development," says Mendoza.

The event was also a perfect opportunity to feature Philam Life's new corporate colors and office signage. Previously blue and green, it now uses a dynamic and vibrant red shade as a reference to its affiliation with the AIA Group.

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About PhilamLife

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 "AIA" or "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 business that is now AIA was first established in Shanghai over 90 years ago. 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 had total assets of US\$115,782 million as of 31 May 2011.



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AIA meets the savings and protection needs of individuals by offering a range 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 agents and 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' with American Depositary Receipts (Level 1) being traded on the over-the-counter market (ticker symbol: "AAGIY").

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