



**The Philippine American Life and
General Insurance Company**

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Media Release

Philam Life inaugurates Customer Service Center in La Union

Philam Life, the country's largest life insurance company and the market leader for over 60 years, will inaugurate its Customer Service Center in San Fernando City, La Union.

The ribbon-cutting ceremony will be led by Philam Life President & CEO Rex A. Mendoza.

"The inauguration of our Customer Service Center in a new location in San Fernando City reflects our longstanding commitment to our customers. We want to ensure that we have a Philam Life office in every prime location to service their needs," said Mendoza. "San Fernando, being the capital city of La Union is an important business hub and is instrumental in our growth in North Luzon."

Philam Life VP and Director of Agencies for Luzon Mr. Floro Marasigan, Jr. added, "We have moved to a more accessible location along the National High-way of San Fernando to ensure we reach out to more customers. It sends out a clear message that we are here for them."

The new Customer Service Center is located at the ground floor of Tan Building, a prominent edifice along the National High-way in Brgy. Sevilla, San Fernando City. The new office sports a more modern design in red, which is the new corporate color of Philam Life. The new look and new location reflect the company's innovative outlook to better address the life insurance sales and servicing needs of customers from San Fernando as well as nearby municipalities such as Bauang, San Juan, Bagulin and Naguilian.

For inquiries or servicing needs, customers in La Union may visit the new Customer Service Center at the address stated above, call (072) 888-5057, send an email to philamlife@aia.com or visit 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 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.

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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.

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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