



THE PHILIPPINE AMERICAN LIFE AND GENERAL INSURANCE COMPANY
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Media Release

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Turn dreams into reality with “Build and Protect”

Philam Life launches new, affordable savings-and-life insurance-in-one plan

Manila, 27 April 2010 – Everyone has a dream – a dream car, dream house, dream business venture, or dream vacation around the world. However, these dreams often get stuck on the drawing board and fail to become reality. More often than not, Filipinos tend to postpone the pursuit of their dreams for various reasons – affordability, the long time it takes to save, everyday priorities, etc. But now, anyone can take those dreams off the drawing board and turn them into reality with the Philam Life’s newest savings-and-life insurance-in-one product!

Philam Life, the largest life insurance company in the Philippines, introduces Build and Protect, a savings-and-life insurance-in-one plan that helps turn dreams into reality. With affordable premiums and short payment schemes, customers can now save for their dream house, dream vacation, or dream business easily. And since Build and Protect offers life insurance coverage, customers can securely save for their dreams knowing that they are protected.

Build and Protect offers the following benefits to help the policyholders’ dreams become reality: affordable premiums, early dividends or cash benefits, short paying period, early maturity at 15 years, special bonus at maturity, and financial security.

This product is ideal for breadwinners who want to build their savings and secure their family’s future – for as low as only P2000 per month.

Payment terms are flexible as customers can choose from short payment periods of either 5 or 10 years, which can be paid in annual, semi-annual, quarterly or monthly payment terms.

Over a period of 15 years, Build and Protect provides a lump sum maturity benefit equal to 200% of the face amount, plus a maturity bonus of up to 20% of the face amount. Build and Protect also earns dividends immediately the year after your last premium payment - on the 6th year (for 5-year pay period) or 11th year (for 10-year pay period).

Build and Protect also provides life insurance coverage equivalent to 200% of the face amount, so that you know that your family’s future is protected and secure while you are saving up for your dream house, dream car or business venture.

For more details on Build and Protect, visit www.philamlife.com, call 528-2000, go to the nearest Philam Life office or contact your 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 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 organization 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.