



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 welcomes Chinese New Year with Giant Dragon**

[Manila, 17 January 2012] - Philam Life, the country's largest life insurance company and the market leader for over 60 years, welcomes the Year of the Water Dragon with a special celebration to be held at the Philam Life office along Quintin Paredes St. in Binondo, Manila on 20 January, Friday, starting 2:00 p.m.

"Philam Life has traditionally welcomed the coming of the Chinese New Year with a lot of flair and festivity," said President & CEO Rex A. Mendoza. "It is our way of being one with the Filipino-Chinese community during one of the most significant and celebrated events in the Chinese calendar. We would love to have everyone join us as we welcome the Year of the Water Dragon."

"The Dragon has always been perceived as the most preferred sign in the Chinese zodiac because it connotes power, excellence and nobility. The year of the Dragon has always been considered to be one of abundance and prosperity," continues Mendoza. "We believe that Philam Life represents these positive attributes of the dragon with our six decades of market leadership, our financial stability and solid track record of delivering on our promises, and our long heritage of nation-building and pushing forward the country's development. Moreover, it is our vision to empower every Filipino to achieve financial security and prosperity."

Participants will start gathering at 2:00 p.m. at the Filipino-Chinese Friendship Arch at the foot of Jones bridge. After which, a 350-foot giant dragon (with an extra-large diameter of 3-feet) and a group of dancing lions will lead the parade along the main roads of Binondo --- Quintin Paredes, Ongpin, Alonzo, Soler, Padilla, and Dasmariñas --- before going back to the arch.

After the parade, a special program will be conducted along Quintin Paredes street facing the Philam Life office, to be hosted by Filipino-Chinese TV personality Lyn Ching. The program will begin with Mr. Mendoza leading the traditional 'eye-dotting' ceremony for the dragon and lion dance heads which will be used for the event. The 'eye-dotting' ceremony traditionally symbolizes the animals "awakening" or "coming alive" before being used for performances to bring good luck and prosperity to all that it encounters.



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The program will also feature the unveiling of Philam Life's new office signage. Philam Life previously used blue and green as its corporate colors; but going into the new year, Philam Life will be using a dynamic and vibrant red shade as its new corporate color, a reference to its affiliation with the AIA Group.

"Philam Life is part of the AIA Group, the largest independent publicly-listed pan-Asian insurer in the world," explains Mendoza. "AIA traces its roots back to China, over 90 years ago, when its first office opened in Shanghai in 1919. We are one with AIA in sharing this Chinese heritage."

Highlight of the program will be the releasing of 500 red balloons to the sky, with each balloon containing a wish, a dream, or a "sana" story from Philam Life policy owners, submitted through the company's website [anongplanomo.com.ph](http://anongplanomo.com.ph).

"*Sa Philam Life, naniniwala kami na ang pangarap, para magkatotoo, kailangan may plano,*" shares Mendoza. "Our financial advisors are available nationwide to help make financial dreams come true, and to empower Filipinos to achieve financial security and prosperity. Kiong Hee Huat Tsai!"

- End -

### **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.

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.



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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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