



THE PHILIPPINE AMERICAN LIFE AND GENERAL INSURANCE COMPANY
3/F PHILAMLIFE BLDG., UN AVENUE, ERMITA, MANILA
TEL. NO: 526.9337-67
PHILAMLIFE@AIA.COM

Media Release

Contact : Cecille J. Fontanilla
Tel. No. 526-9337
0920-9126021

Philam Life to Release Education Benefits to over 35,000 Students *Payout Kick-off with Scholars' Day on May 4*

Manila, 04 May 2010 – Philam Life, the largest insurer in the country, is scheduled to release education benefits to over 35,000 Filipino student beneficiaries this month for the first semester of the school year 2010-2011.

To kick off the education payouts, Philam Life held a special Scholars' Day at its Home Office on United Nations Avenue, Manila. Customers were invited to enjoy discounts at a school book fair, and receive free financial health check by Philam Life's financial consultants. They also had the opportunity to bring home free souvenir photos in special "graduation" photo sessions. Local celebrations were hosted simultaneously in Philam Life's key provincial offices, including Cebu, Pampanga, and Ilocos Sur.

Philam Life continues to be a strong and reliable partner of Filipinos in keeping students in school by providing funds for their elementary, high school or college expenses. In just five years from 2004 to 2008, Philam Life has released more than P2 billion in education benefits to more than 300,000 student beneficiaries.

Commenting on the release of education benefits, Philam Life President and CEO Trevor Bull said, "Philam Life continues to fulfill its promise to help Filipino students build their future through education. We stand by our commitment to our policyholders to provide solutions to their growing needs. Our ability to deliver on our promises and our continued focus on customer satisfaction have enabled us to earn the trust and loyalty of our customers all these years."

Philam Life's new generation education product, Brilliance, is a good example of the company's commitment to its customers and is also one of the company's best-selling products. Offered in both peso and dollar denominations, Brilliance provides comprehensive value-added benefits, including life coverage, accident and health protection and contingent education fund with dividend earning potential, to enhance the students' education benefits and protection benefits.

Existing education policyowners can claim their education benefits at their convenience during office hours at any of Philam Life's branch offices nationwide. For inquiries, please contact the Philam Customer Hotline at tel. no. 528-2000.

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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 organisation 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.