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Media Release

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Philam Life wins its seventh Platinum Trusted Brand award

Manila, 18 July 2011 – This 2011, Philam Life, the country's number one life insurance company, wins another Platinum Trusted Brand award from Reader's Digest Asia. This makes Philam Life the only financial institution in Asia to receive seven Platinum Trusted Brand awards.

The Trusted Brand awards are given by Reader's Digest Asia to companies that are most trusted by Filipino consumers. The awards were based on a consumer survey which measures a brand or a company's trustworthiness, credibility, quality, value, understanding of customer needs, social responsibility and innovation. A Platinum Trusted Brand award means that consumers have given the company-awardee a score of more than two times its nearest competitor plus an overall quality rating of 4+ in a 5-point scale.

Philam Life's President and CEO Rex Ma. Mendoza says, "Philam Life continues to be the most trusted name in life insurance because we remain strong and committed to help our customers achieve their dreams."

Philam Life has constantly delivered on its promises from generation to generation. From 2004-2010, Philam Life has given over P4 Billion in education benefits and has provided P8.17 Billion in total insurance benefit payments in 2010 alone.

Philam Life aims to help even more Filipinos achieve their dreams with the right advice and the right plan.

Ikaw, anong plano mo? Usap tayo. Call a Philam Life financial planner at 528-2000 or visit philamlife.com.



Photo caption: Receiving the award for Philam Life is SVP and Head of Marketing Jessica Abaya (2nd from left).

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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.

About the AIA Group

AIA Group Limited and its subsidiaries (collectively “the AIA Group” or “the 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 Group traces its origins in Asia back more than 90 years. 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 has total assets of US\$107.9 billion (as at 30th November 2010).

The AIA Group meets the savings and protection needs of individuals by offering a comprehensive suite 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 more than 260,000 agents and over 21,000 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'.