



## Media Release

CONTACT: CJ Malibiran  
Tel. No. 526-9361  
E-mail Address: [cj-s.malibiran@aia.com](mailto:cj-s.malibiran@aia.com)

### **Philam Life Releases Education Benefits to over 40,000 students this Semester**

**MANILA, 2 MAY 2011** - Philam Life, the country's number one life insurance company, will be releasing education benefits to over 40,000 students this month for the first semester of school year 2011-2012.

Philam Life continues to help parents build a bright future for their children by providing funds for their elementary, high school or college education. Since 2004, Philam Life has released over Php 4 Billion in education benefits - a testament to the company's commitment to deliver on its promises.

Christilene M. Tablo, a Philam Life beneficiary, shared how her education and life insurance plan helped her graduate. Her mother served as a public high school teacher and her father used to work as an associate manager in a fishing export company. Although they were not a well-to-do family, they were content with the things that they had. In an unexpected turn of events, her father lost his job and they had to let go of the simple comforts that they used to enjoy. Fortunately her mother purchased a Philam Life education plan for her when she was still young, and this provided her with the funds she needed for her college education. Now 20 years old, Christilene has achieved her dream of becoming a nurse.

Philam Life's President and CEO Trevor Bull said, "Philam Life is committed to help parents realize their dreams by enabling them to save for the best education they can give to their children. Through "The Power of We," let us work together to build the future we want to achieve. We at Philam Life will continue to develop new financial solutions that will help even more Filipinos achieve their dreams."

Philam Life launched an education and life insurance plan-in-one called Bright Future Plus last June 2010 and it has become one of the company's best-selling products. It provides parents with a guaranteed education fund that will help them ensure their child's education. Education benefits increase by 15% every year to keep up with the rising costs of education. Bright Future Plus also has life insurance so both the parent and the child are financially protected.



Existing education policyowners can receive their education benefits through cash cards or they can also claim their checks at any Philam Life branch office nationwide. For inquiries, please contact the Philam Customer Hotline at tel. no. (02) 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 over 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. Philam Life has the most extensive network of offices and sales agencies nationwide.

Philam Life is a member of the AIA Group Limited (AIA), the largest, independent 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 30<sup>th</sup> 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 policies.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code '1299'.