



NEWS

For Immediate Release

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ALICO ANNOUNCES REBRANDING INITIATIVE
FRESH AND BOLD NEW VISUAL IDENTITY FOR ALICO
REPRESENTS ANOTHER STEP
IN POSITIONING ALICO AS AN INDEPENDENT COMPANY

WILMINGTON, DE, July 1, 2009 – American Life Insurance Company (Alico) today announced a rebranding initiative as the company enters a new and exciting chapter in its history. The rebranding initiative will see a bold, new brand visual identity progressively rolled out across its fifty-four markets worldwide.

The new brand visual identity is a symbolic representation of Alico’s future separation from AIG and evocative of its heritage as a global insurer that has enjoyed tremendous success throughout its history, with a significant presence in every region across the globe.

Alico’s operations in Western Europe, the UK, and some areas in Latin America will be re-named, subject relevant regulatory approvals, from their legacy brands to Alico.

“Alico is a strong brand with a proud heritage. Since its inception in 1921, Alico has built a reputation for delivering market-leading products and services to our customers,” said Rodney O. Martin, Jr., Alico Chairman and Chief Executive officer. “Today’s announcement builds on that heritage, enhancing Alico’s public profile and re-establishing the customer loyalty and brand equity the company established over its eighty-eight year history.”

“The rebranding, coupled with the future independence of Alico will ensure that we retain and fully capitalize our cherished position as a leading global insurer, and provide a strong and stable platform for continued growth.”

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Alico is a leading international life insurer with a unique heritage of serving customers across the globe for over 85 years. The company provides

consumers and businesses with products and services for life insurance, accident and health insurance, retirement planning, and wealth management solutions. Through an extensive network of over 40,000 agents, brokers and financial institutions and 11,000 employees across 54 countries, Alico services 19 million customers worldwide.

Alico has branch offices, subsidiaries and affiliates in emerging, developing and developed markets in Europe, Asia, the Middle East, Africa and Latin America. Alico is domiciled in Wilmington, Delaware and has regional headquarters in Tokyo, London, Paris, Athens, Dubai, and Santiago, Chile.

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