



Press Release

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**“AIG PRESENTS MLB CUP 2017” OPENING CEREMONY HELD IN MIYAGI PREFECTURE**

**FORMER MAJOR LEAGUER, TAKASHI SAITO, HOSTS BASEBALL CLINIC IN HOME TOWN OF SENDAI**

TOKYO, August 2, 2017 – AIG Japan Holdings KK (AIG Japan) held an opening ceremony to mark the commencement of the “AIG presents MLB CUP 2017” in Ishinomaki City, Miyagi Prefecture, on Friday July 28th. To commemorate the start of this year’s tournament, AIG also hosted a baseball clinic conducted by former Major League Baseball player Takashi Saito at Kabanomachi Elementary School in Sendai City for young players in the disaster affected region.



AIG Japan Holdings President and  
CEO Robert L. Noddin



Participants in the Baseball Clinic

AIG Japan has been a supporter of disaster relief efforts in the Tohoku region through various activities including the “Chinjunomori Project” reforestation initiative and various sporting activities. As part of this support “AIG Presents MLB CUP 2017” is an annual Little League baseball tournament first held in 2016. The events of the finals tournament began on Friday 28 July 2017 when 16 Little League baseball teams that had fought their way through qualifying tournaments around Japan gathered in the Ishinomaki Baseball Stadium for the opening ceremony.

Speaking at the ceremony, AIG Japan Holdings President and CEO, Mr. Robert L. Noddin said, “We are very happy to be working with Major League Baseball and the Japan Little League Baseball Association to present a great event where, through sport, young people can learn the importance of health and fitness, how to work in a team, and how to appreciate the strengths of others.”



After 2 days of heated competition the team from Tokyo's Musashi-Fuchu League were able to repeat their victory in last year's tournament and were crowned champions for the second year in a row.

In the lead up to the tournament, on the morning of July 28th, former Major League Baseball player, Takashi Saito was the special guest at a baseball clinic conducted for local players in the disaster affected region. Saito, originally from the Wakabayashi area of Sendai, made a special return home for the baseball clinic held for 40 young players from Sendai's Kabanomachi Elementary School and Shichigo Elementary School. Saito led the children through a series of MLB style warm up stretches before instructing the players in batting and other skills. The MLB style stretches for injury prevention reflect AIG Japan's ACTIVE CARE concept and were conducted to help the children learn the importance of preparation and prevention of injuries.

The concept of ACTIVE CARE is AIG Japan's group wide commitment to delivering a total customer experience that helps customers mitigate risk instead of just dealing with the consequences of adverse events.

Takashi Saito, speaking on the importance of preparation before playing sport, said, "It's important to warm up with stretches. It's vital that you don't stretch until it hurts, but listen to your body and only stretch as far as you are comfortable."

After warming up, the children enjoyed their special training session with Saito as he led them through batting practice and other baseball drills.

AIG Japan continues to promote the importance of risk prevention through a wide variety of activities and programs as part of its concept of ACTIVE CARE.

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### Scenes from the Baseball Clinic



Takashi Saito speaking about injury prevention



Takashi Saito teaching young baseball players



Takashi Saito shaking the hand of a young player



Takashi Saito speaking to media at the event with Robert L. Noddin, President and CEO, AIG Japan Holdings

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### Baseball Clinic Event Details

- Date: July 28, 2017
- Venue: Kabanomachi Elementary School, Sendai, Miyagi Prefecture
- Guest: Takashi Saito, former Major League Baseball player
- Participants: 40 children from the Kabanomachi Elementary School and Shichigo Elementary School baseball teams





**About Major League Baseball:**

Major League Baseball Japan (MLB JAPAN) is one of the overseas branches of Major League Baseball International (MLBI based in New York State, USA) which aims to spread baseball throughout the world and to increase and grow the presence of the MLB brand across the world. MLB Japan's activities include sponsorship and events held in Japan.

**About the Japan Little League Baseball Association:**

Little League began over 75 years ago in 1939 in Pennsylvania. The organization now includes more than 2.7 million players in 105 countries around the world. Activities in Japan began around 1955 with 5 to 6 teams in and around the Tokyo area. The Japan Little League Baseball Association became an official public interest incorporated foundation in 2012 with 20,000 players across the country in 270 teams across 12 leagues in the country. It is Japan's largest baseball association for boys and girls. In 2016, the association celebrated the 50th anniversary of the Japan National Championship for 11 to 12 year olds, with the winning team advancing to represent Japan at the World Championships. Teams from Japan have won the World Title 9 times now, and Japan is proving to be a major player on the world stage.

American International Group, Inc. (AIG) is a leading global insurance organization. Founded in 1919, today AIG member companies provide a wide range of property casualty insurance, life insurance, retirement products, and other financial services to customers in more than 80 countries and jurisdictions. These diverse offerings include products and services that help businesses and individuals protect their assets, manage risks and provide for retirement security. AIG's core businesses include Commercial Insurance and Consumer Insurance, as well as Other Operations. Commercial Insurance comprises two modules – Liability and Financial Lines, and Property and Special Risks. Consumer Insurance comprises four modules – Individual Retirement, Group Retirement, Life Insurance and Personal Insurance. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange. In Japan, AIG companies such as AIU Insurance Company Ltd, Fuji Fire and Marine Insurance Co., Ltd., American Home Assurance Company Ltd., JI Accident & Fire Insurance Co., Ltd., AIG Fuji Insurance Services KK and Techmark Japan KK are providing their services. For additional information, please visit our website at [www.AIG.com](http://www.AIG.com)