



For Immediate Release
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AIG ASSUMES OFFICIAL SPONSORSHIP OF FIRE STATION PAVILION AT KIDZANIA TOKYO

Transfer of AIG group's American Home Direct decade-long sponsorship in line with group business strategy and the launch of ACTIVE CARE

TOKYO, October 6, 2016 – AIG Japan Group* assumed the role of official sponsor of the KidZania Tokyo fire station pavilion on October 5th, 2016, with the logo and branding changing from “American Home Direct” to “AIG” on that date. American Home Assurance Company has sponsored the pavilion since KidZania Tokyo’s launch in 2006.



Logos was also changed from “American Home Direct” to “AIG” from October 5, 2016.

The change is in line with AIG’s new business strategy and the launch of the ACTIVE CARE concept announced on August 26th, 2016. In addition to the existing activities focused on firefighting equipment and extinguishing fires, the pavilion now includes an expanded range of content related to fire risk, fire prevention.



Screens have been added to the pavilion to highlight fire risk and fire prevention

AIG’s ACTIVE CARE, as the name implies, involves actively caring for customers before, during and after all of life’s major milestones. The primary aim is to make the insurance experience more enjoyable for customers by being intuitive, preventive and innovative. ACTIVE CARE is as much about preventing bad things from happening in the first place as it is about dealing with the consequences of adverse events. Teaching children about fire risk and fire prevention in an experiential setting is one example of the ACTIVE CARE concept in action.



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Beyond fire risk, fire prevention, and the hands-on experience at the KidZania Tokyo AIG Fire Station, children visiting the pavilion will receive a reflective key chain together with a message about road safety at night and the need to be mindful around cars and bicycles. AIG actively encourages children to be aware of everyday risks, and the nighttime road safety reminder is part of building that risk awareness.



Reflective key chain and accompanying road safety message from AIG

Christian Sandric, Executive Corporate Officer of Personal Insurance from AIG Japan Holdings says “The KidZania Tokyo sponsorship represents a great opportunity for AIG to continue promoting risk awareness and prevention measures in everyday life for both children and their parents. This sponsorship is one of the many Active Care initiatives where AIG will leverage its global knowledge and expertise to help promote a safer society in Japan.”

*AIG Japan Holdings KK, AIU Insurance, Fuji Fire Marine Insurance, American Home Assurance, AIG Fuji Life Insurance and other group companies

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American International Group, Inc. (AIG) is a leading global insurance organization. Founded in 1919, today we provide a wide range of property casualty insurance, life insurance, retirement products, mortgage insurance and other financial services to customers in more than 100 countries and jurisdictions. Our diverse offerings include products and services that help businesses and individuals protect their assets, manage risks and provide for retirement security.

In Japan, AIG Japan Holdings represents household insurance brands including AIU Insurance, Fuji Fire & Marine, American Home Assurance, as well as AIG Fuji Life. Other non-insurance companies such as Techmark, AIG Fuji Insurance Services, AIG Asset Management, and AIG Business Partners are part of the AIG Group in Japan. Joint ventures include JI Accident & Fire Insurance and T-PEC Corporation. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange.

Additional information about AIG can be found at www.aig.com and www.aig.com/strategyupdate | YouTube: www.youtube.com/aig | Twitter: @AIGinsurance | LinkedIn: <http://www.linkedin.com/company/aig>. These references with additional information about AIG have been provided as a convenience, and the information contained on such websites is not incorporated by reference into this press release.



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