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FOR IMMEDIATE RELEASE

**AIG American General Honored with Customer Excellence Awards**

*ACE Awards recognize outstanding customer satisfaction, celebrate customer feedback process*

HOUSTON, January 9, 2008—American General Life Insurance Company (American General Life), a member company of American International Group, Inc. (AIG), announced today that it recently received two 2007 CustomerSat Achievement in Customer Excellence (ACE) Awards. The CustomerSat ACE Awards certify, acknowledge and celebrate outstanding achievement in customer satisfaction.

“AIG American General recognizes that superior customer service and advocacy are key differentiators in the competitive insurance and financial services marketplace,” said Simon Leech, senior vice president and customer advocacy officer for AIG American General. “These awards help recognize our employees’ commitment to our customers—both policyholders and our distribution partners—and how that commitment is translating into positive experiences with our company.”

CustomerSat Inc. is a leader in real-time customer feedback solutions. The company recognized the Individual Product Operations’ Contact Center and New Business teams of AIG American General for both the rigorous application of customer feedback processes and the outstanding performance as measured by those processes. It also recognizes the individuals responsible for timely and proactive service provided to AIG American General’s customers.

“Receiving a CustomerSat ACE Award is truly a distinct honor for our company and our employees,” said Leech. “We pride ourselves not only on our real-time customer feedback, but also on our enthusiastic, helpful customer service representatives—a rarity in today’s automated customer service marketplace.”

To qualify for a CustomerSat ACE Award, an organization must conduct customer satisfaction surveys for the better part of a year. Qualifying performance uses a combination of customer satisfaction mean scores and top-box rating percentages, which must be maintained throughout the year. Surveys may either use a census of customers or representative sampling, with CustomerSat ensuring the entire survey process is rigorous, defensible and repeatable.

For more information about AIG American General visit [www.aigag.com](http://www.aigag.com). To learn more about CustomerSat or the ACE Awards visit [www.CustomerSat.com](http://www.CustomerSat.com).

*AIG American General, [www.aigag.com](http://www.aigag.com), is the marketing name for the insurance companies and affiliates comprising the domestic life operations of American International Group, Inc. (AIG), including American General Life Insurance Company. AIG American General companies offer a broad spectrum of fixed and variable life insurance, annuities and accident and health products to serve the financial and estate planning needs of its customers throughout the United States.*

American International Group, Inc. (AIG), a world leader in insurance and financial services, is the leading international insurance organization with operations in more than 130 countries and jurisdictions. AIG companies serve commercial, institutional and individual customers through the most extensive worldwide property-casualty and life insurance networks of any insurer. In addition, AIG companies are leading providers of retirement services, financial services and asset management around the world. AIG's common stock is listed on the New York Stock Exchange, as well as the stock exchanges in Paris, Switzerland and Tokyo.

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