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FOR IMMEDIATE RELEASE

AIG American General Launches AIG Protection Advantage VULSM

New variable universal life insurance policy provides death-benefit guarantees and upside market potential

HOUSTON, February 25, 2008 — American General Life Insurance Company (American General Life), a member company of American International Group, Inc. (AIG)*, has announced the launch of AIG Protection Advantage VULSM, a new variable universal life insurance product that offers long-term guaranteed** death-benefit protection while allowing clients to choose their investment allocation.

“Advisors have told us that many of their younger clients want to have insurance driven by market performance, but with a guarantee that they will not lose the death benefit if the market does not perform,” said Don Ward, president of the Financial Institution Marketing Group at AIG American General. “By giving clients downside risk protection and upside market opportunity, we are giving them the best of both worlds.”

AIG Protection Advantage VUL provides producers and policyowners with a model asset allocation plan – a tool designed to simplify and tailor, for each client, elements of this sophisticated insurance product. The model asset allocation plan allows the advisor and consumer to identify the consumer’s risk tolerance and to then select the appropriate allocations from a suite of professionally managed portfolios. Among the portfolio options are a diverse line of

investment choices, including top-rated funds from investment categories not commonly offered in the VUL market: PIMCO VIT CommodityRealReturn Strategy, the Vanguard® VIF REIT Index Portfolio, and Oppenheimer's Global Securities fund.

By combining long-term guarantees with the flexibility of variable universal life insurance, as well as giving the client control over the choice of investment options, AIG's Protection Advantage VUL allows clients the ability to take full advantage of the unique financial vehicle that is a variable universal life insurance policy.

For more information about AIG Protection Advantage VUL, call 1-877-TEAM-VUL to speak with a VUL marketing specialist, or visit www.aigag.com.

**AIG does not underwrite any insurance policy referred to in this release.*

***Guarantees are subject to the claims-paying ability of the issuing insurance company.*

FOR THIS AND OTHER INFORMATION ABOUT AMERICAN GENERAL LIFE INSURANCE COMPANY AIG PROTECTION ADVANTAGE VUL, PLEASE CONTACT YOUR REPRESENTATIVE OR GO ONLINE TO www.aigag.com/life/life.nsf/contents/productsindividuals_prospectuses_vul. FOR THE POLICY AND FUND PROSPECTUSES. BEFORE INVESTING OR SENDING MONEY, PLEASE READ BOTH THE POLICY AND UNDERLYING FUND PROSPECTUSES CAREFULLY, CONSIDERING THE FUNDS' INVESTMENT OBJECTIVES, RISKS, CHARGES AND EXPENSES CAREFULLY BEFORE INVESTING (AS THESE FACTORS WILL AFFECT FUTURE RETURNS).

AIG Protection Advantage VUL Policy Form Number 07921 issued by American General Life Insurance Company a member company of American International Group, Inc. (AIG) Houston, Texas. The underwriting risks, financial obligations and support functions associated with the products issued by American General Life Insurance Company (American General Life) are its responsibility. American General Life is responsible for its own financial condition and contractual obligations. American General Life does not solicit business in the state of New York. Policies and riders not available in all states. Variable universal life insurance policies issued by American General Life are distributed by American General Equity Services Corporation, member FINRA and a member company of American International Group, Inc.

AIG American General, 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.

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 and Tokyo.

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