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Great American Life Insurance Offers Single Premium Annuity Product Featuring Bailout Cap and Return of Premium

CINCINNATI – June 26, 2009 – Great American Life Insurance Company[®], a subsidiary of Great American Financial Resources[®], Inc., is pleased to introduce **Safe ReturnSM**, a new single premium fixed-indexed annuity product designed for those who desire wealth protection and growth potential. Safe Return is unique to the Great American Life[®] product lineup in that it offers clients the security of a bailout cap and return of premium feature.

According to Malott Nyhart, GAFRI Executive Vice President, Single Premium Group, Safe Return's liquidity and simplicity goes hand-in-hand with the company's expanded selection of consumer-centric offerings.

"Today's consumer is legitimately concerned about creating a secure financial future; we designed Safe Return with that security in mind," says Nyhart. "Both the bailout cap and return of premium features give the client much more investment protection, with the ultimate goal of providing retirement income."

Safe Return features:¹

- **Bailout cap:** If the renewal cap is lower than the bailout cap, clients will be notified and have 30 days to withdraw or transfer the account value **with no penalty**.
- **Return of premium:** Clients can choose to surrender their contract **at any time** and have their money returned, guaranteed.

Safe Return is the latest product offering brought to you by the companies of Great American Financial Resources, Inc., a financially strong company whose subsidiaries are rated "A (Excellent)" by A.M. Best Co.² for financial strength and operating performance. Many other annuity products are available through our companies. For more information, visit www.GAFRI.com and click on the "Contact Us" link in the upper right corner.

¹ All guarantees are based on the claims paying ability of the issuing company.

² As of March 27, 2009. "A (Excellent)" is third highest out of 16 categories.

About Great American Financial Resources

The subsidiaries of **Great American Financial Resources** offer traditional fixed, indexed and variable annuities and various forms of supplemental insurance. The company's subsidiaries include Great American Life Insurance Company[®], Annuity Investors Life Insurance Company[®], United Teacher Associates Insurance Company[®] and Loyal American Life Insurance Company[®]. Variable annuities are distributed by Great American Advisors[®], Inc., member FINRA and a subsidiary of GAFRI, 525 Vine Street, Cincinnati, OH, 45202. GAFRI is a member of the Great American Insurance Group, whose roots go back to 1872 with the founding of its flagship company, Great American Insurance Company. The members of Great American Insurance Group are subsidiaries of American Financial Group, Inc. AFG's common stock is listed and traded on the New York Stock Exchange and Nasdaq Global Select Market under the symbol "AFG". Learn more at www.GAFRI.com.

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