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## **Great American Financial Resources Helps Make “Extreme Makeover: Home Edition” Dreams Come True**

**Cincinnati, Ohio  
September 16, 2008**

Great American Financial Resources<sup>®</sup>, Inc., a member of the Great American Insurance Group family of companies, is proud to announce its support in helping change the lives of a West Chester, Ohio, family. The Cincinnati-based insurance company—and the name behind the Great American Ball Park—is providing a \$100,000 college scholarship for the Akers children.

The Akers family will be being featured on the October 5, 2008 episode of “Extreme Makeover: Home Edition.” With the help of hundreds of volunteers and workers, the family’s newly remodeled home is now more accessible for the special needs of their children.

“The mission of Great American Financial Resources is to help people—especially educators—prepare for their financial future. It seems only fitting to provide for the long-term financial needs of this well-deserving family,” said S. Craig Lindner, President and Chief Executive Officer of Great American Financial Resources. “All parents want to know their children are taken care of, and we’re proud to make the future even brighter for Christian, Brooke and Faith. It’s our small way of helping Great American dreams come true.”

In addition to its support of the “Extreme Makeover: Home Edition,” the company is a corporate sponsor for the National Rural Education Association (NREA), an organization committed to enhancing educational opportunities for rural children. Great American Financial Resources also provides funding for the *USA Today* Literacy Grant program, which distributes classroom newspaper subscriptions and related lesson plans to teachers nationwide. Locally, the company sponsors the Great American Teacher of the Week program, which recognizes Tri-State area educators.

“We recognize the importance of education and are committed to honoring those who make the future brighter for our children,” said Lindner. “This college scholarship allows us the opportunity to directly impact the lives of a local family, who is clearly an inspiration for us all.”

### *About Our Companies*

**Great American Financial Resources** markets 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 Teachers Associates Insurance Company and Loyal American Life Insurance Company.

**Great American Insurance Group’s** roots go back to 1872 with the founding of its flagship company, Great American Insurance Company. The operations of Great American Insurance Group are engaged primarily in property and casualty insurance, focusing on specialty commercial products for businesses, and in the sale of annuities and supplemental insurance products. This year marks the 100<sup>th</sup> year that Great American Insurance Company has received

an “A” (Excellent) or higher rating from the A.M. Best Company (most recent rating evaluation effective on December 17, 2007). The members of the Great American Insurance Group are subsidiaries of American Financial Group, Inc. (AFG), also based in Cincinnati, Ohio. AFG’s common stock is listed and traded on the New York Stock Exchange (“NYSE”) and Nasdaq under the symbol (“AFG”).

***About ABC-TV’s Extreme Makeover: Home Edition***

“Extreme Makeover: Home Edition”, which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), is entering its 6<sup>th</sup> season on ABC. The program is produced by Endemol USA, a division of Endemol Holding. Anthony Domonici is the executive producer; and David Goldberg is the president of Endemol USA.

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