

P R E S S R E L E A S E

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IMMEDIATE
RELEASE**



Great American Financial Resources to be Featured on National Television

CINCINNATI – March 4, 2009 – In a turbulent economy, people often focus on their current financial issues and may put off saving for their future. Financial professionals appointed with the companies of Great American Financial Resources continually educate and remind their clients about basic savings tips, especially the idea that the longer a client waits to save for the future, the more they will need to contribute as their retirement date draws closer.

To help spread the message that saving for the future is especially important now, a GAFRI representative will appear on *Designing Spaces* on Saturday, March 7 at 7 a.m. EST on TLC (check your local cable or satellite provider for channel information). *Designing Spaces* is a nationally syndicated program that inspires viewers to make every space count, and to enjoy the space they live in. GAFRI's segment, aptly titled, "Designing Your Financial Future," educates viewers on:

- Little things that can make a big impact on saving for the future
- How saving a small amount over time can accumulate
- The importance of consulting with a financial professional to ensure the right path to success

The segment will be available for public viewing later this month on the organization's web site. For more information about GAFRI or to locate a financial professional in your area, visit www.GAFRI.com.

About our company:

Based in Cincinnati, Ohio, Great American Financial Resources markets traditional fixed, indexed and variable annuities and supplemental insurance products. 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. Great American Financial Resources is a subsidiary 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").

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