

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

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IMMEDIATE
RELEASE**



GAFRI Will Help Schools Comply with the 403(b) Regs

CINCINNATI – Dec. 12, 2008 – On Jan. 1, 2009, new 403(b) regulations will be in effect. These regulations require school districts to assume additional responsibility for their organizations' 403(b) plans. As this deadline quickly approaches, Great American Financial Resources®, Inc. (GAFRI) is ready to help schools work through what this means for them. According to Lana Woodring, Vice President of Great American Plan Administrators®, now is the time to lock in plan administration services.

"Although the IRS recently announced an extension of time to having a written plan document in place, school districts still assume the responsibility for administering these plans as of January 1, 2009," Woodring says. "Now, with less than a month to go, school officials who haven't addressed the matters are going to need to – quickly. Great American Financial Resources has been preparing for these new regulations for years. We are prepared to help."

With third-party administrator services provided at no cost through its subsidiary company, Great American Plan Administrators, and a product portfolio known for its client-friendliness, GAFRI is prepared to help schools achieve *Compliance without Complications*SM.

"GAFRI subsidiaries can provide a turn-key program to meet school districts' unique compliance and product needs," explains Mat Dutkiewicz, GAFRI executive vice president. "With investment options ranging from conservative to more aggressive, our products can help school employees plan for retirement."

Dutkiewicz also stresses the importance of choosing a company with a solid financial past, present and future. Standard & Poor's recently affirmed the financial strength ratings of GAFRI's subsidiaries as "A" Outlook Stable for Great American Life Insurance Company® and Annuity Investors Life Insurance Company®. Additionally, the subsidiaries have been rated "A" or higher by A.M. Best Co. for more than 30 consecutive years. Note that ratings do not apply to the variable annuity subaccounts.

To learn more about GAFRI's complete solution, call (800) 438.3398, ext. 10228 or visit www.IWillComply.com.

About our companies:

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 ("NYSE") and Nasdaq under the symbol ("AFG"). Learn more at www.GAFRI.com.

Great American Plan Administrators specializes in Non-ERISA 403(b) tax-sheltered annuity and deferred compensation 457 plan administration, taking the complexity out of employee retirement plans. Created in 1994, GA Plan Administrators currently processes more than one million transactions per year. Learn more at www.gaplandata.com.

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