

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

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Great American Financial Resources Announces Agreement with Lincoln Investment

CINCINNATI – May 14, 2010 – Great American Financial Resources®, Inc., a member of the Great American Insurance Group family of companies, today announced a definitive agreement with Lincoln Investment Planning, Inc., an independently owned and operated broker/dealer. As part of this agreement, GAFRI will exit the independent broker/dealer business conducted through its wholly owned operating subsidiary, Great American Advisors, Inc. This action reflects GAFRI's ongoing strategy to focus on its core insurance and annuity operations.

It is the intention of both parties to transition the registered representatives and customer accounts of GAA to Lincoln Investment, subject to regulatory approval. The transition is expected to be complete in early 3rd quarter, 2010.

GAFRI selected Lincoln Investment, based in suburban Philadelphia, PA, due to its high service standards and expertise in the qualified plans arena. "This action is consistent with GAFRI's desire to refine its strategic focus on its core lines of business," said GAFRI Executive Vice President Mark Muething. "We believe that current GAA reps will benefit from the independence that Lincoln can provide."

Specifically, the agreement affirms that GAA will no longer provide retail brokerage services to independent registered representatives. However, GAFRI will continue to sell variable annuities through unaffiliated broker/dealers and operate GAA as an SEC registered broker/dealer and registered investment advisor to service its variable annuity and retirement plans businesses.

"Lincoln's success stems from helping financial representatives grow their business," said Ed Forst, CEO of Lincoln Investment. "GAA reps will benefit from Lincoln's fee-based advisory platform, field-driven technology and one of the foremost mutual fund platforms in the retirement plans marketplace."

About Great American Financial Resources:

The subsidiaries of Great American Financial Resources offer 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 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.

About Lincoln Investment:

Lincoln Investment is a full-service broker/dealer and registered investment advisor located in suburban Philadelphia. With more than \$7.5 billion in investor assets, its national network of more than 400 licensed representatives offers a comprehensive range of investment products and asset management services to help over 140,000 investors meet their diverse financial needs. Lincoln Investment is a leading provider of employee retirement plans for over 2,000 employers nationwide.

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