

Contact: Rhonda Sloan
Corporate Communications
American General Life Companies
(713) 831-8687
rhonda.sloan@aglife.com

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American General Life Companies' Web Sites Top DALBAR Rankings

Producer Web site ranked number one and consumer site jumps up seven spots in the rankings

HOUSTON, Oct. 12, 2009 — [American General Life Companies'](#) (American General) producer Web site has been ranked as the number one Web site for financial professionals in the life and annuity industry by DALBAR's WebMonitor for the second quarter of 2009. The organization's consumer web site also scored high—ranking ninth overall and finishing in the top 10 for the first time.

“Having our producer site topping the DALBAR list highlights American General's commitment to its distribution channel partners by providing them with the most up-to-date information and useful functionality, all in support of the success of their business,” said Bob Stellato, vice president of operations development.

DALBAR cited American General's launch of eBill Paperless Billing as one of the key components of the ranking. In addition, the organization took new business and underwriting correspondence completely online, eliminating the need for mail delivery of documents.

American General's consumer site jumped seven spots to number nine because the organization has embraced green initiatives on that site as well, such as giving clients the option to receive premium notices via e-mail. Other site enhancements included improving navigation menus and adding several tax resources for customers.

DALBAR established its WebMonitor program in 1999. The program tracks Web site innovations across the financial services industry and identifies the industry's best sites, along with the latest trends and innovations.

For more information about American General's producer Web site, visit estation.aglife.com or to learn more about American General Life Companies, visit www.americangeneral.com.

DALBAR, Inc., the nation's leading financial-services market research firm, is committed to raising the standards of excellence in the financial-services industry. With offices in both the US and Canada, DALBAR develops standards for, and provides research, ratings, and rankings of intangible factors to the retirement, mutual fund, broker/dealer, discount brokerage, life insurance, and banking industries. They include investor behavior, customer satisfaction, service quality, communications, Internet services, and financial-professional ratings.

American General Life Companies, www.americangeneral.com, is the marketing name for the insurance companies and affiliates comprising the domestic life operations of American International Group, Inc. American General Life Companies insurers offer a broad spectrum of fixed and variable life insurance, annuities and accident and health products to serve the financial and estate planning needs of customers throughout the United States.

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