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Contact

American General Life Companies
Corporate Communications
Rhonda Sloan, 713-831-8687
rhonda.sloan@aglife.com

American General Life Companies Announces LTC LaunchPad *New Tool Streamlines Application Process for American General LTC Insurance*

HOUSTON, March 3, 2010 — American General Life Companies (American General) announces LTC LaunchPad, a streamlined, automated application process for American General LTCSM Insurance. The Web-based tool — also available in a desktop version — is designed to help producers complete and submit the right forms every time, and shorten producers' requirements for field underwriting.

"We developed LTC LaunchPad based on research with producers that indicated their interest in a simpler and speedier application process for long term care insurance," said David O'Leary, executive vice president and chief operating officer. "LTC LaunchPad saves time, reduces paperwork and enables producers to confidently submit clean applications for quicker processing."

LTC LaunchPad consists of a three-step process. First, the producer uses American General's eConnections Web (<https://eConnections.aglife.com>) to generate an illustration and bring the product to life with customized proposals on a system that makes it easy to change features and compare alternatives.

"The technology is intuitive. It will only let producers select benefit or rider combinations available to their clients — so they can be sure they are making a sound recommendation," said Jay Drucker, vice president of product and business development, Accident & Health.

Second, after benefit choices are finalized and a brief questionnaire answered, LTC LaunchPad automatically populates the required forms. The forms can be signed electronically — either in person with the client

or remotely via one-click “eSignature” technology on a secure Website — and submitted online. Alternatively, a traditional package of forms can be printed for signing, and then faxing or mailing to American General.

Third, after the forms have been submitted, a registered nurse will contact the client to gather information to complete the application and begin the underwriting process. Within a few days, producers can start monitoring the status of the application on American General's producer Website, eStation (<http://eStation.aglife.com>), which features sales tools, access to eConnections Web and eConnections Desktop, an easy-to-use forms ordering database and more.

For more information on American General LTC LaunchPad, visit eStation, call 1-877-399-7747 (Monday – Friday, 8 a.m. – 5 p.m. CT) or e-mail A&H.marketing@aglife.com.

Policy issued by:

American General Life Insurance Company

2727-A Allen Parkway, Houston, Texas 77019

Policy Form Number 08000

The underwriting risks, financial and contractual obligations and support functions associated with products issued by American General Life Insurance Company (AGL) are its responsibility. AGL does not solicit business in the state of New York. Policies and riders not available in all states.

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., including American General Life Insurance Company. American General Life Companies insurers offer a broad spectrum of life insurance, fixed annuities, accident and health products and worksite benefits to serve the financial and estate planning needs of its customers throughout the United States.

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