

October 3, 2007

To our Valued Field Partners:

Customer Service Week is October 1 – 5, but if I had my way, Customer Service Week would last 365 days! It is critical that we be reminded that we are extraordinarily lucky to work in an industry that sells products to customers that literally can change their lives. We create financial freedom, we protect against horrible losses, and we impact people's lives in the most meaningful way. And because of the importance of what we do, every single interaction between us and our customers is intrinsically laden with emotion and importance.

There are no meaningless transactions in our business – everything we do is important to those people who have paid us to protect them. Because of that, every task we perform creates an impression on the customer and helps them determine the answer to a very simple question: “Does AIG American General respect me and understand the importance of what I have asked them to do for me, my family or my business?”

It is our job – and our privilege – to help them answer that question with a resounding YES! I thank all of you who represent our company and our industry every single day to the people who we serve.

You are truly the most important “branding” and “marketing” force we have!

Sincerely,



Matt Winter

AIG American General, www.aigag.com, is the marketing name for the insurance companies and affiliates comprising the domestic life operations of American International Group, Inc. (AIG).

AIG American General

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