

## FOR IMMEDIATE RELEASE

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### American General Life Companies Launches Online Solutions Selection Tool Called "I've Got a Client"

HOUSTON, August 2, 2010 — American General Life Companies (American General) is introducing "I've Got a Client<sup>SM</sup>", a new online tool designed to help financial services professionals easily match client needs with life, annuity and accident and health product solutions. The tool is now available at [www.GotaClient.com](http://www.GotaClient.com).

"The [www.GotaClient.com](http://www.GotaClient.com) site is a straightforward, three-step web interface that identifies product solutions based on clients' demographic characteristics and known needs," said Peter Delehanty, senior vice president of marketing. "Following a needs analysis, the 'I've Got a Client' web tool offers producers a fast and easy way to immediately identify solutions from American General's life, annuity and accident and health product portfolios."

Step one asks the producer to identify a client's needs from a list of more than a dozen scenarios, such as:

- Cash/Income replacement for family in event of premature death
- Guaranteed lifetime income for self, spouse, parent, charity, etc.
- Immediate income to supplement Social Security, savings, retirement accounts
- Fund a business continuation arrangement
- Protect against asset depletion due to the potential cost of long-term care

Step two offers a selection of eight drop-down menus allowing the producer to describe their client. Categories include:

- Actual or estimated years to retirement
- Estimated net worth, relative to average
- Actual or estimated insurability

With a simple click of the "get suggestions" button, a list of solutions is immediately generated based on the needs and demographic information identified in steps one and two. As producers review the solutions, they can also access product-specific marketing tools.

"We developed this tool from input we received directly from our distribution partners," said Cynthia P. Wieties, vice president of marketing. "We offer a broad product portfolio and the 'I've Got a Client' web tool will help producers easily identify those life, annuity and accident and health product solutions that may be the best fit for their clients."

American General is a leader in secure online innovation, with eStation, a web-based business resource center featuring sales tools as well as robust eSignature and eSubmission technologies to help expedite the application and underwriting processes. For more information about "I've Got a Client", visit [www.GotaClient.com](http://www.GotaClient.com) or call 1-800-677-3311 (Monday – Friday, 7 a.m. – 6 p.m. CT).

American General Life Companies, [www.americangeneral.com](http://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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