



Great American Insurance Group Launches Newly Redesigned Website

Cincinnati, Ohio – June 29, 2007 – Great American Insurance Group is pleased to announce the launch of its newly redesigned public Internet site – www.greatamericaninsurance.com. Great American's site serves as an informational source for customers, agents, investors and employees.

The Great American Insurance Group website includes an informative Flash slide show that is organized around product and service categories with links to the specialty insurance divisions and affiliates that offer those products. New graphical elements and design reflect a fresh, contemporary look and emphasize the Company's brand.

In addition to enhanced information and "quick links" to Great American's specialty insurance divisions and affiliates, the home page provides frequently accessed items such as: career opportunities, college recruitment programs, benefits and rewards, press releases and ratings. There is also stronger visual recognition of Great American's parent, American Financial Group (NYSE/NASDAQ:AFG).

About the Great American Insurance Group

Great American Insurance Group's roots go back to 1872 with the founding of its flagship company, Great American Insurance Company. Based in Cincinnati, Ohio, the operations of Great American Insurance Group are engaged primarily in property and casualty insurance, focusing on specialized commercial products for business and in the sale of traditional fixed, indexed and variable annuities and a variety of supplemental insurance products. The members of Great American Insurance group are subsidiaries of American Financial Group, also based in Cincinnati, Ohio. AFG's common stock is listed and traded on the New York Stock Exchange ("NYSE") and NASDAQ under the symbol "AFG."

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