

Great American Kicks off BIG RIG GIVEAWAY Contest at Charity Event

Cincinnati, Ohio – October 2, 2008 – The Trucking Division of Great American Insurance Group announced the start of its third annual BIG RIG GIVEAWAY sweepstakes during a recent charity event for the Special Olympics. As a participant in the national “World’s Largest Truck Convoy” on September 20, Great American joined truckers in the Ohio leg of the convoy that traveled around the Toledo area in support of Special Olympics athletes. The company’s entry in the Convoy was a customized Kenworth W900 that will be given away at the Mid-America Trucking Show (MATS) in Louisville in March 21, 2009. The Kenworth was awarded the “Cleanest Cab” prize at the event.

The Kenworth will be the third big rig given away by Great American since the contest began in 2006. Bruce Doering of Janesville, WI won a Freightliner in 2007 and Mike Van Ness of Danville, IA won a Peterbilt in 2008. Each of the trucks featured customized interior and exterior chrome and paint detailing and enhanced cab appointments. This year’s winner will be selected at random from a drawing at Great American’s booth at MATS. Entries will be accepted on-line from the company’s website (www.GreatAmericanTrucker.com) and on-site at the convention (Booth #67200).

The contest is open to Class A commercial licensed drivers ages 21 or older. Employees and families of sponsors and vendors are not eligible. No purchase or payment is necessary to enter or win. The winner is responsible for taxes, insurance and all applicable fees. Void where prohibited by law.

Great American’s Trucking Division is a leading provider of insurance products for the long-haul trucking industry and specializes in service to independent owner-operators.

About 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 specialty commercial products for businesses, and in the sale of traditional fixed, indexed and variable annuities and supplemental insurance products. This year marks the 100th year that Great American Insurance Company has received an “A” (Excellent) or higher rating from the A.M. Best Company (most recent rating evaluation effective on December 17, 2007). The members of the Great American Insurance Group are subsidiaries of American Financial Group, Inc. (AFG), 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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