

## Great American Insurance Group Introduces New Equipment Management Program

CINCINNATI, Ohio – April 20, 2009 – Great American Insurance Group is pleased to announce the launch of Equipment Management Solutions, a new business service specializing in equipment maintenance management services. Equipment Management Solutions ([www.GreatAmericanEMS.com](http://www.GreatAmericanEMS.com)), provides a way for businesses to consolidate multiple equipment maintenance contracts and extended warranties into one comprehensive multi-vendor service agreement.

Through its direct sales force based in Cincinnati, Equipment Management Solutions focuses on businesses and organizations with significant medical, financial, communication, facility, information technology, and office equipment inventories. Targeted markets include hospitals and clinics, banks and credit unions, media and broadcastings companies, colleges and universities, state and municipal government agencies, and other businesses and institutions.

Equipment Management Solutions is part of Great American's Premier Lease & Loan Services Division and is operated under the direction of industry veteran Michael St. Hilaire. Previously, Mr. St. Hilaire managed the equipment maintenance program offered by Executive Risk; now part of Chubb. Mr. St. Hilaire also independently produced and managed equipment maintenance programs for several years.

"All of us at Great American are excited about the creation of Equipment Management Solutions," said Steve Tosh, Divisional President of Premier Lease & Loan Services. "Equipment Management Solutions compliments our existing line of commercial equipment products and services. Having an experienced, expert team within a nationally recognized insurance carrier differentiates Equipment Management Solutions in the marketplace."

### 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 a variety of supplemental insurance products. Great American Insurance Company has received an "A" (Excellent) or higher rating from the A.M. Best Company for over 100 years (most recent evaluation effective on March 27, 2009.) 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 and the Nasdaq Global Select Market under the symbol ("AFG").

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