

GREAT AMERICAN INSURANCE GROUP ANNOUNCES PROMOTIONS

Cincinnati, Ohio – May 26, 2010 –Great American Insurance Group recently announced the promotions of Kirk A. Bull and Mark R. Lonneman.

Kirk A. Bull, CPCU, ARe, was promoted to Divisional President of the Company's Great American Custom Division. Mr. Bull has served as Divisional Senior Vice President of Great American Custom's Casualty Operations since 2004. Prior to joining Great American in 1992, he was a Senior Casualty Underwriter for the Los Angeles Division of CIGNA E&S. CIGNA E&S is where Mr. Bull began his career in 1982. He is a graduate of the University of Arizona in Tucson, Arizona, and received a degree in Risk and Insurance from the College of Insurance in 1983. Mr. Bull earned his CPCU designation in 1988 and his ARe designation in 1996.

Mark R. Lonneman, CPCU, was promoted to Divisional President of Great American's Specialty E&S Division. Mr. Lonneman has served as Divisional Senior Vice President of Great American Custom's Specialty E & S office in Cincinnati since 2000. He joined Great American's Agricultural Excess and Surplus Insurance Company in 1980 as a casualty underwriter, and has held various roles of increasing responsibility in Great American's home office underwriting department, and in its former commercial and specialty operating divisions. Mr. Lonneman began his career in 1977 in the Umbrella Department with Cincinnati Insurance. He is a graduate of the University of Cincinnati and earned his CPCU designation in 1986.

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 rating evaluation effective on May 10, 2010). 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.

Contact:

Diane P. Weidner

Great American Insurance Group

dweidner@gaic.com

(513) 369-5713

Visit:

www.gamcustom.com

www.GreatAmericanInsurance.com

www.AFGinc.com