

Great American Insurance Group Introduces On-Line Data Management Tool for Farmers

“FPAD™” puts the power of profitability back in the hands of producers

Cincinnati, Ohio – June 1, 2010 - Great American Insurance Group has introduced a unique real-time web-based profit management tool to select policyholders in its Crop Insurance Division. The new application, called “FPAD” (Farmers Profits Answered Daily), enables farmers to calculate the profit and loss of their operations daily. According to Tim Copeland, the Crop Division’s Vice President of Marketing, FPAD takes the guesswork out of some of the most important business decisions a farmer will make each year.

Currently available to corn and soybean producers in 11 states, FPAD was developed in response to the need for more efficient information access for farmers and their bankers and insurance agents.

The FPAD application provides customized profit calculations unique to each farmer, based on data pulled from the Chicago Board of Trade, the United States Department of Agriculture, the Federal Crop Insurance Corporation and most importantly, the farmer's own data stored within Great American’s GreatAg® system. The program enables the farmer to determine the proper insurance plan and coverage level to secure protection in the event of a revenue or production loss and to market crops more effectively when yields are good.

Live demonstrations of the FPAD application and a “money back” 30 day trial are available to Great American Crop policyholders through the GreatAg® portal. The 30-day trial incorporates a producer’s actual farm data and yield history that loads instantly into the application. More information about FPAD and a link to an educational video are also available on www.GreatAmericanCrop.com.

Great American began writing crop policies in the early 1900s. The company’s Crop Insurance Division is one of sixteen national carriers chosen to administer the USDA’s Multiple Peril Crop Insurance program. Great American Insurance Group’s roots go back to 1872 with the founding of its flagship company, Great American Insurance Company.

About [Great American Insurance Group](#)

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.

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