

Great American Insurance Group Receives 2009 “Healthiest Companies in America” Award and Recognized as one of Cincinnati’s 2010 Top Workplaces

Cincinnati, Ohio – June 28, 2010 – Great American Insurance Group is pleased to announce that it has been recognized as one of the “Healthiest Companies in America” and one of Cincinnati’s 2010 Top Workplaces.

“Healthiest Companies in America”

For the second consecutive year, Great American Insurance Group has received the “Healthiest Companies in America” Award from Interactive Health Solutions (IHS), a national provider of employee health management programs. The award recognizes companies who are committed to the health and well being of employees, along with creating a corporate culture that encourages individuals to be responsible for their own health and to take an active role in their preventative care.

Due to the success of Great American’s first health challenge (“Challenge”) in 2008, the Company sponsored a second Challenge in 2009. The Challenge encouraged employees to improve their health through walking and weight management programs and to participate in health screenings. Employees were incentivized to participate and achieve individual and Company goals to win a variety of prizes, provided by Great American’s parent company, American Financial Group, Inc. One lucky employee won the grand prize of a choice of 1,000 shares of AFG common stock (valued at approximately \$25,000), mortgage pay down or a dream room.

The 2009 Challenge was a success as over 70% of the Company’s 5,500 benefit-eligible employees participated in some aspect of the Challenge. Even more impressive is that employees’ overall scores in the health screenings remained within the healthy range from the prior year. In addition, employees participating in the weight management program lost an average of 12.5 lbs, while those participating in the walking program averaged over 7,800 steps per day. This is about 4,800 more steps than the typical office worker walks in a day.

“We were pleased to maintain the positive momentum with our second health Challenge and our status as one of the ‘Healthiest Companies in America.’ We are committed to a culture that encourages our employees to be healthy while promoting preventative care. We know that good health is good business. It benefits both employees and the Company,” explained Spencer Stooksbury, Divisional Assistant Vice President, Corporate Benefits.

Cincinnati 2010 Top Workplaces

Great American Insurance Group was recently recognized as number six of the top ten workplaces in Cincinnati by the Enquirer Media Group, owner of the Cincinnati Enquirer. Top Workplaces is the US leading organization that measures employee satisfaction through independently administered surveys. Employees provided feedback on topics such as: career opportunities, pay & benefits, organizational direction / values and leadership. Over 70% of Great American's Cincinnati-based employees responded to the survey. "We take great pride in being an employer of choice. Our recognition as one of the Top Workplaces in Greater Cincinnati is a nice addition to the Company story we tell to recruit and retain talent. It is a testament to the opportunities and rewards we offer our employees," commented Shelly Gillis, Vice President, Corporate Human Resources.

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.

Contact:

Shelly Gillis, SPHR
Vice President
Corporate Human Resources
513-369-5066
mgillis@gaic.com

Spencer Stooksbury, PHR
Divisional Assistant Vice President, Corporate Benefits
Corporate Human Resources
513-369-5098
sstooksbury@gaic.com

Visit:

www.GreatAmericanInsurance.com