

Great American's Trucking Division Kicks off BIG RIG GIVEAWAY Sweepstakes

Cincinnati, Ohio – January 15, 2010 – The Trucking Division of Great American Insurance Group announced the start of its BIG RIG GIVEAWAY sweepstakes for 2010, marking the fourth year of Great American's sponsorship. Previous winners of the Big Rig Giveaway have taken home Freightliner, Peterbilt and Kenworth rigs. The 2010 grand prize is a customized 2006 Volvo VNL780 to be awarded to a lucky sweepstakes participant at the Mid America Truck Show on March 27, 2010.

"Times are especially tough for truckers right now," said Scott Hendricks, Trucking Division President at Great American. "We have a long history of supporting this vital industry and we're pleased to be able to lend a hand any way we can." Dianne and Ron Smith of Massillon, Ohio, the winners of the 2009 Big Rig Giveaway, were also eager to help and gave away their own rig to a fellow trucker within seconds of winning the Kenworth 900 last March. The couple, known on the road as "Granny and Snuffy," continued their commitment to "pay it forward" to others in need.

Over the past three years, the Big Rig Giveaway winners from Iowa, Wisconsin and Ohio were chosen randomly from nearly 30,000 truckers who registered for the contest.

Subject to certain limitations, any trucker with a valid Class A commercial driver license is eligible to participate. You can register for the contest online at www.GreatAmericanTrucker.com or in person at the Great American booth (#69172) from March 25 - 27 at the Mid America Truck Show in Louisville, Kentucky.

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 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 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 NASDAQ Global Select Market under the symbol "AFG."

For more information, rules and regulations about the Trucking Division's Big Rig Giveaway, visit www.GreatAmericanTrucker.com or contact Ingrid A. Ross, Great American Insurance Group, at iross@gaic.com.

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