

GREAT AMERICAN'S SPECIALTY HUMAN SERVICES DIVISION EXPANDS MARKETS TO INCLUDE CLUBS AND ZOOS

JULY 2, 2008 – CINCINNATI, OHIO. The Specialty Human Services Division of Great American Insurance Group is expanding its markets to include a broader range of not-for-profit and for-profit clubs, zoos and animal-related organizations. Effective immediately, the newly-eligible classes include:

- Country clubs (excluding golf clubs), swim clubs, tennis clubs, racquetball clubs and other private clubs
- Business and professional associations
- Fraternal clubs
- Grant making and fund-raising clubs
- Other social and civic clubs
- Large, medium and small zoos
- Wildlife animal sanctuaries and preserves

“We are pleased to extend coverage options to a new range of business, professional, civic, social and other membership organizations as well as zoos and other wildlife organizations in the United States. With this expanded offering, more of these groups will be eligible for the specialized property and casualty insurance products and services provided by Great American’s Specialty Human Services Division,” stated Rick Hasselbeck, Divisional Senior Vice President.

Great American’s Specialty Human Services Division is committed to serving the needs of not-for-profit and for-profit organizations, and offers a wide range of premium payment options with minimal service fees. Claims are handled by skilled teams of employees dedicated solely to the not-for-profit and human services markets. Clients are further supported by comprehensive loss prevention services that include a nationwide network of consultants, access to training materials and a 24-hour information hotline.

Great American’s Specialty Human Services Division also offers broad coverages for property, inland marine, equipment breakdown, crime, general liability, abuse/molestation, professional liability, liquor liability, commercial auto and umbrella.

About the Specialty Human Services Division

The Specialty Human Services Division, based in Cincinnati, Ohio, serves over 5,000 social service organizations and non-profit agencies in most states, and has been an industry leader in the social and human services market since 1980.

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 supplemental insurance products. This year marks the 100th year that Great American Insurance Company has received an “A” (Excellent) or higher rating from the A.M. Best Company (as of December 17, 2007). 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 ("NYSE") and Nasdaq under the symbol ("AFG").

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