

GREAT AMERICAN'S SPECIALTY HUMAN SERVICES DIVISION EXPANDS MARKETS TO INCLUDE FOR-PROFIT HEALTH CLUBS

JULY 7, 2008 – CINCINNATI, OHIO. The Specialty Human Services Division of Great American Insurance Group recently announced that it has expanded its program to include for-profit health and fitness clubs.

Effective immediately, the newly-eligible classes include:

- For-profit exercise or health clubs
- Yoga centers
- Tai Chi centers
- Aerobic centers
- Dance studios
- Pilates studios

Rick Hasselbeck, Divisional Senior Vice President, stated, "We believe that health and fitness businesses will represent one of the fastest growing industries in the next decade. Great American's Specialty Human Services Division has a long history of providing specialized insurance coverages to youth and recreational organizations in the not-for-profit sector. We are excited about the opportunity to meet the needs of this growing business segment and to extend our expertise into the for-profit community by offering risk management options for health and fitness clubs in the for-profit sector."

Great American's Specialty Human Services Division offers a wide range of premium payment options with minimal service fees. Claims are handled by skilled teams of employees dedicated solely to this specialized market. 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 and for-profit businesses 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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