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**New Focus Report from Employee Benefit Solutions Identifies
Women-Owned Businesses as Growing Group Benefits Market**

*Report provides producers with facts and practical tips in providing solutions
to women business owners*

HOUSTON, April 29, 2009 — According to the Center for Women’s Business Research, there are approximately 10.4 million women-owned businesses in the United States, and they invest approximately \$54 billion annually in all types of employee benefits, including health insurance.¹ A new focus report from [American General Life Companies](#) (American General) Employee Benefit Solutions division, titled “Women-Owned Business Marketplace: A Growing Opportunity for Employee Benefit Sales,” will help both employee benefit and worksite brokers capitalize on this growing market opportunity through facts, practical tips and best practices. The report was developed as part of the organization’s continuing efforts to provide producers with educational tools for use in the employee benefits market.

“We are finding that producers who are relatively new to this market are approaching these prospects the same way they approach a male business owner,” said Shari Ciapka, vice president of strategic marketing, Employee Benefit Solutions. “However, the research we’ve compiled shows that female entrepreneurs typically emphasize relationship building and fact gathering in their management styles. A producer that takes a more collaborative and consultative approach with women business owners may be better received than the producer who is just looking to sell them a ‘one-size-fits-all’ insurance product.”

American General compiled recent data from a variety of well-respected, independent organizations in developing this concise and educational focus report. The report discusses the recent growth in women-owned businesses across the United States, provides best practices in communicating to female business owners and explains how a creative and innovative producer who leverages technology and tailors worksite benefit plans to their clients' needs will realize an increase in business from this growing segment.

To download a copy of the focus report, "[Women-Owned Business Marketplace: A Growing Opportunity for Employee Benefits Sales](#)" visit www.americangeneral.com/educationalresources.

¹ "Key Facts About Women-Owned Businesses," Center for Women's Business Research, October 14, 2008.

Employee Benefit Solutions, www.americangeneral.com/employeebenefits, is the marketing brand under which group employee benefit insurance products and individual worksite products (including life, accidental death & dismemberment, disability, dental vision, cancer insurance and critical illness products) are offered by the insurance companies that comprise American General Life Companies, including AIG Life Insurance Company, American General Assurance Company, American International Life Assurance Company of New York, The United States Life Insurance Company in the City of New York and American General Life Insurance Company.

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