



**American International Assurance
Company (Bermuda) Limited**
(Incorporated in Bermuda
with limited liability)

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Media Release

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AIA Hong Kong Receives “Brand of the Year Award” from Benchmark Magazine

Hong Kong, December 13, 2010: American International Assurance Company (Bermuda) Limited (“AIA Hong Kong”) announced that it was honoured to achieve the “Brand of the Year Award” at the “Wealth Management Awards 2010” organised by Benchmark magazine. The award was voted by industry experts and the general public. AIA was also the only insurance company to win Best-in-class this year. The prestigious accolade is a testament to AIA’s commitment to its customers and to the success of the group’s branding campaigns, “We are Asia” and “The Power of We”. The winning initiative has earned the trust and confidence of customers.

The Benchmark “Wealth Management Awards 2010” recognises financial services providers who bring innovations, best practices and excellent governance to the forefront of the industry. It comprises 13 award categories, including the “Brand of the Year Award” won by AIA Hong Kong. The judges commended AIA for its outstanding achievement, saying, “AIA has turned a very difficult situation around through clear and positive actions. Very impressive work.”

The “Brand of the Year Award” aims at identifying the financial services organisation that has clearly and successfully communicated its core brand value, as well as the corporate brand most admired by customers and the public in 2010. The panel of judges comprising industry experts drew up a shortlist of nominated entrants before the public was asked to vote for their favourite brand through an independent telephone survey. The brand which scored the highest number of votes received the Award, underscoring the widespread recognition of AIA Hong Kong’s brand image.

Mr. Jacky Chan, CEO of AIA Hong Kong and Macau, said, “We are proud to receive this honour. It fully demonstrates that AIA Hong Kong has the public’s vote of confidence and support. The series of new branding initiatives launched earlier by AIA have enjoyed great success. ‘We are Asia’ exemplifies the strong pan-Asia identity of AIA, while ‘The Power of We’ embraces our brand values of forward-looking, bold, proactive, solid and nimble. By bringing the power of employees, customers and agents to work together, we will realise greater benefits for our customers and the community as a whole.”

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With its unrivalled advantages in the insurance and financial services market, AIA Hong Kong has received a number of distinguished awards this year to-date. The awards presented by renowned media organisations include the Gold Award for Hong Kong for the 7th consecutive year and the Gold Award for Asia in the “Reader’s Digest Trusted Brands Awards 2010”, the “Yahoo! Emotive Brand Award – Insurance Category” for the 7th year in a row and the “Outstanding Brand Award” presented by Economic Digest for the 3rd consecutive year. These honours reaffirm the widespread recognition of AIA Hong Kong as one of the most preferred insurance brands among consumers in Hong Kong.



Mr. Jacky Chan, CEO of AIA Hong Kong and Macau (right) and Mr. Simeon Preston, Executive Vice President & Group Head of Business Strategy of AIA Group Limited (left), delivered speech when receiving the Brand of the Year Award at the award presentation ceremony of the Benchmark “Wealth Management Awards 2010”.

“AIA Group”, “AIA” or “the company” refers to the AIA Group Limited. “AIA Hong Kong”, “we” or “our” refers to American International Assurance Company (Bermuda) Limited.

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About AIA Hong Kong

American International Assurance Company (Bermuda) Limited (AIA) is a member of the AIA Group Limited. The AIA Group Limited established its operations in Hong Kong in 1931. AIA has the largest agency force in Hong Kong and Macau.* AIA is a leader in developing innovative insurance products that meet customers’ needs at every stage of their lives and offers products ranging from individual life, group life, accident, medical and health, personal lines insurance to investment-linked products with over 100 investment options.

* As of December 31, 2009

About the AIA Group

AIA Group Limited (AIA) is the largest, independent listed pan-Asian life insurance group in the world, with an unparalleled footprint spanning 15 markets in Asia Pacific. The Group has total assets of approximately US\$90 billion and traces its roots in the region back more than 90 years.

AIA meets the savings and protection needs of individuals and businesses by offering a comprehensive suite of products and services covering life insurance, retirement planning, accident and health insurance, as well as wealth management solutions. Through an extensive network of more than 300,000 agents and over 24,000 employees across Asia Pacific, AIA serves the holders of over 23 million individual policies and over 10 million participating members of group policies.

AIA has branch offices, subsidiaries and affiliates located in jurisdictions across the region including Hong Kong, India, Indonesia, China, Malaysia, the Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam, Australia, New Zealand, Macau and Brunei.

AIA is listed on the Main Board of the Stock Exchange of Hong Kong Limited under the stock code ‘1299’.

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