



AIG CHAMPIONS SAFETY IN RUGBY WITH SOCIAL MEDIA AWARDS

PRESS RELEASE

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Auckland (Tuesday 19 May, 2015) – American International Group (NYSE: AIG), the Official Insurance Partner of New Zealand Rugby and USA Rugby, today announced the launch of the AIG Rugby Safety Awards 2015.

AIG’s Rugby Safety Awards encourage players and fans at all levels to share rugby safety tips via social media to champion the importance of preparation in improving safety and reducing the risk of injury.

Speaking about the awards, Daniel Glantz, Global Head of Sponsorship at AIG commented, “We are committed to growing rugby’s presence, and player safety is fundamental to the development of the sport. Similar to risk mitigation in insurance, preparation and safety awareness is crucial to reducing injury risk in rugby.”

New Zealand Rugby’s General Manager of Community Rugby, Brent Anderson, said: “Rugby is a contact sport. Everyone accepts that bumps and bruises are part and parcel of the game, but equally we want to reassure parents and players both young and old, that we are working very hard with our coaches to make rugby as safe as possible. Programmes like the AIG Rugby Safety Awards are a great way to raise awareness and help rugby become safer.”

AIG is giving rugby players worldwide the chance to win the ultimate rugby experience by posting a photo showing how they prepare to play safe rugby. Entries can be submitted via Twitter or Instagram using the hashtag #AIGSafeRugby.

The winner will travel to London this September to meet players from the current All Blacks squad and see the team in action. The public have until Friday 26 June 2015 to enter. To view the entries go to www.aig.com/saferugby. The winner and three runners up will be announced in July.

AIG, who also support USA Rugby, the Japanese Rugby Federation, and youth programs such as Play Rugby USA, is highlighting the importance of safe practice to help ensure safer rugby globally.

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About AIG Sponsorship of New Zealand Rugby

AIG is the Official Insurance Partner of six New Zealand Rugby teams: the All Blacks, Maori All Blacks, All Blacks Sevens, New Zealand Black Ferns (women's fifteens), New Zealand Women's Sevens, and New Zealand Under 20.

About AIG

American International Group, Inc. (AIG) is a leading global insurance organization serving customers in more than 100 countries and jurisdictions. AIG companies serve commercial, institutional, and individual customers through one of the most extensive worldwide property-casualty networks of any insurer. In addition, AIG companies are leading providers of life insurance and retirement services in the United States. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange.

Additional information about AIG can be found at www.aig.com | YouTube: www.youtube.com/aig | Twitter: [@AIGinsurance](https://twitter.com/AIGinsurance) | LinkedIn: <http://www.linkedin.com/company/aig>

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