



PRESS RELEASE: SATURDAY SEPTEMBER 12, 2015

FOR IMMEDIATE RELEASE

AIG LAUNCHES WORLD FIRST 360° HAKA EXPERIENCE

American International Group (NYSE: AIG), Major Global Sponsor of the All Blacks, is bringing rugby fans closer to the haka than ever before, with the launch of its innovative virtual reality (VR) Haka 360° Experience.

The Haka 360° Experience is an app which uses 360 degree video technology to give the viewer the feeling of being on the field with the All Blacks and in the midst of the powerful Māori ritual.

Designed for smartphones, the Haka 360° Experience is available to download via the App Store or Google Play from today (Saturday September 12, 2015). Users can view the video on their handset or immerse themselves in the VR experience with a custom made Haka 360° headset.

“This electrifying world first experience of being transported onto the rugby field with the team is not to be missed.” said Daniel Glantz, Global Head of Sponsorship for AIG at the launch event.

“We wanted to bring fans closer to the All Blacks and what better way to do that than to harness the power of 360 degree video technology to bring them face to face with the legendary haka. The video enables users to look anywhere and control their own experience; allowing them to truly feel like they have taken their place on the field with the All Blacks.”

Steve Tew, Chief Executive of New Zealand Rugby, said “the Haka 360° Experience is an amazing opportunity for All Blacks fans and rugby enthusiasts all over the world to see what it is like to face the power of the haka. It’s a fantastic innovation to bring fans one step closer to the team.”

Liam Messam, All Black, said “Performing the haka is a huge source of pride for the All Blacks - it unites us as a team and creates an energy that we take into the game. To be able to share that feeling with our fans means a lot to the players.”

The Haka 360° Experience is available to the public via aig.com/haka360, on the App Store and Google Play, coming to the Gear VR Share Store soon. Visitors to the AIG Touchline on the South Bank, London, during September and October will be able to face the Haka 360° Experience in a fully immersive setting.

To give fans the ultimate viewing experience at home, AIG is giving away more than 1,000 limited edition Haka 360° headsets. For more information or to request a free Haka 360° headset please visit aig.com/haka360. You can also build your own viewer using these schematics at g.co/cardboard.

Follow @AIGRugby on Twitter and Instagram for latest news and join the conversation with the hashtag #Haka360.

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Editor notes:

Website: www.AIG.com/Haka360

AIG Touchline is AIG's public activation space; located on the South Bank of the Thames adjacent to Oxo Tower and open during September and October 2015 (dates below) - free entry, no purchase necessary.

Touchline Opening Times:

September

- Saturday September 12: 10.30 – 18.00
- Sunday September 13: 11.00 – 16.00
- Friday September 18: 12.00 – 18.00
- Saturday September 19: 10.00 – 18.00

October

- Saturday October 3: 12.00 – 18.00
- Friday October 9 / 16 / 23 / 30: 12.00 – 18.00
- Saturday October 10 / 17 / 24 / 31: 10.00 – 18.00
- Sunday October 11 / 18 / 25: 11.00 – 16.00

Address: AIG Touchline, Bernie Spain Gardens, South Bank, London, SE1 9PH

The app also includes AIG's history of the haka video, produced in consultation with Ngati Toa, guardians of the Ka Mate haka. The video, which has been viewed over 250,000 times, can also be seen at <https://youtu.be/AnIFocaA64M>

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 | LinkedIn: <http://www.linkedin.com/company/aig>

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About the All Blacks

The All Blacks are New Zealand's national rugby team and the most successful international rugby team of all time. With a winning percentage of 76.4 over 526 tests (1903-2014) they are noted as one of the most prolific teams across any sport. Known for their strength, performance and tenacity, the All Blacks are an icon of New Zealand culture, and are recognised both nationally and internationally as sporting heroes. AIG has been the Major Global Sponsor and Official Insurance Partner of the All Blacks since 2012.