



For Immediate Release
Contact: Nicola Vallance, (+64) 9 355 3105
nicola.vallance@aig.com

AIG wins Best Rugby Union Sponsorship of the Decade

Award one of two for the insurer at the UK Sponsorship Awards

AUCKLAND, MARCH 24, 2016 – American International Group, Inc. (NYSE: AIG) won Best Rugby Union Sponsorship of the Decade at the UK Sponsorship Awards. AIG also won best Business to Business Sponsorship for their partnership with New Zealand Rugby.

The awards are recognition for AIG’s work with six national New Zealand Rugby teams: the All Blacks, All Blacks Sevens, New Zealand Women’s Sevens, Maori All Blacks, Black Ferns, and the New Zealand Under 20.

Since the launch of the sponsorship in October 2012, AIG has helped to raise the profile of the teams it sponsors and the game of rugby union around the world, including in developing rugby nations. During this time, AIG has maintained a particular focus on the importance of preparation and safe participation in the sport. In 2015, AIG worked with New Zealand Rugby to create the Haka 360° Experience, a virtual reality app that brought fans closer to the All Blacks’ pre-match tradition than ever before.

Daniel Glantz, Global Head of Sponsorship, said “These awards are testament to a strong and successful partnership. In addition to tangible on field results, the All Blacks brand is truly unique in sport, and New Zealand Rugby is unsurpassed in professionalism.”

The UK Sponsorship Awards ceremony took place in London at the Marriott Hotel Grosvenor Square on Tuesday, March 22.

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AIG Insurance New Zealand Limited, a subsidiary of American International Group, Inc. (AIG). www.aig.co.nz

American International Group, Inc. (AIG) is a leading global insurance organization. Founded in 1919, today we provide a wide range of property casualty insurance, life insurance, retirement products, mortgage insurance and other financial services to customers in more than 100 countries and jurisdictions. Our diverse offerings include products and services that help businesses and individuals protect their assets, manage risks and provide for retirement security. 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>. These references with additional information about AIG have been provided as a convenience, and the information contained on such websites are not incorporated by reference into this press release.