



Premier Lease & Loan Services Announces New Name and New Look

Bellevue, WA – March 16, 2010 – Premier Lease & Loan Services, a division of Great American Insurance Group for more than 13 years and an industry leader in commercial insurance for equipment leasing and finance companies, is excited to begin using their new business line name, Equipment Finance Solutions.

Great American's Equipment Finance Solutions Group will continue their strong focus of providing insurance products and services to the equipment leasing and finance market. The Group will begin using the Great American name, look, and feel in its trade show presence, advertising, marketing materials and on their new Web site.

Great American Insurance Group has broad, global recognition through 25 companies and business units that offer a diversified range of specialty commercial coverages, annuities, and supplemental insurance products around the world. From equipment and agriculture insurance to trade credit coverage and commercial surety bonds, Great American is a single source of focused solutions and expertise.

"We want the leasing and finance industry to be aware that we offer much more than just equipment insurance. Businesses can turn to us for one or all of their risk management solutions – we're happy to work with them either way. We value partnerships and believe that most businesses achieve greater efficiencies with a single-source provider," stated Ken Schneider, Divisional Vice President.

Additional information may be obtained from Brei Haywood in Equipment Finance Solutions at Great American Insurance Group, (425) 957-3609 or bhaywood@gaic.com.

About the Equipment Finance Solutions Group

The Equipment Finance Solutions Group is a business line of the Specialty Equipment Services Division within Great American Insurance Group which provides products and services to manage risk, create revenue opportunities, and ensure customer satisfaction for equipment leasing and finance businesses. The Group is headquartered in Cincinnati, Ohio, and has an office in Bellevue, WA.

About Great American Insurance Group

Great American Insurance Group's roots go back to 1872 with the founding of its flagship company, Great American Insurance Company. Based in Cincinnati, Ohio, the operations of Great American Insurance Group are engaged primarily in property and casualty insurance, focusing on specialty commercial products for businesses, and in the sale of traditional fixed, indexed and variable annuities and a variety of supplemental insurance products. Great American Insurance Company has received an "A" (Excellent) or higher rating from the A.M. Best Company for over 100 years (most recent evaluation March 27, 2009). The members of Great American Insurance Group are subsidiaries of American Financial Group, Inc. (AFG), also based in Cincinnati, Ohio. AFG's common stock is listed and traded on the New York Stock Exchange and NASDAQ Global Select Market under the symbol "AFG." Great American Insurance Group is located at 580 Walnut Street, Cincinnati, Ohio 45202.

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Ratings Information:

<http://www.greatamericaninsurance.com/insuranceRatings.htm>