



**AIG Life and Retirement**  
2727-A Allen Parkway  
Houston, TX 77019  
www.aig.com

TO: Valued Distribution Partner  
FROM: AIG Life and Retirement  
DATE: February 18, 2014  
RE: **AIG Branding**

A recent communication from Steve Maginn, President and CEO of AIG Financial Distributors, shared our exciting new branding strategy, which will unify our presence in the marketplace, streamline access to our websites and improve uniformity in the systems used by advisors/agents, resulting in better service to you and your clients. As part of this initiative, the following company brands will be transitioning to the AIG brand:

- **American General Life Companies** (life insurance, index annuities, and immediate & deferred income annuities)
- **SunAmerica** (variable annuities)
- **Western National** (fixed and index annuities)

#### **What's Changing**

- Branding will be updated on websites and other digital properties, sales materials and select policy communications
- Company names associated with certain upload/application systems such as DTCC feeds and order entry systems will change
- Company names associated with NAIC training modules (to be consistent with the new branding strategy) will be updated
- The name of the limited-purpose broker/dealer (distributor) for variable annuities, variable life and mutual funds, SunAmerica Capital Services, Inc., is being updated to AIG Capital Services, Inc. on March 1, 2014

#### **What's *Not* Changing**

- This branding update will not affect clients' contract provisions or values
- There is no change to the insurance companies, or the names of those companies, that issue our products
- There is no impact to licensing, nor will the updates to branding and to the distributor name require any changes to our selling agreement or relationship
- No change to product CUSIP numbers, DTCC participant IDs or NAIC carrier codes and tax IDs (however, names associated with these numbers or IDs may change; the enclosed inserts contain details)
- Product structures, features and benefits are not changing
- Website IDs and passwords for login will not change, and functionality and workflows will not change on servicing sites
- This phase of the project does not apply to SunAmerica Mutual Funds
- To ensure a smooth transition for existing policyholders, changes to customer-service communications will be phased in over time

We have included detailed insert(s) so that you can determine if any systems updates (internal or third party) are necessary to ensure a smooth transition for advisors/agents who are conducting business with AIG.



### **Advisor/Agent and Policy Owner Communications**

We will notify advisors/agents and policy owners with communications that will include:

- Emails to producers advising them of the branding update (if allowed by your firm)
- Advisor/agent Q&A, to be provided to you for your distribution
- Website banners and messaging to advisors/agents and policy owners in advance of the updates, and again once the new sites are launched
- A message in variable annuity policy owner statements highlighting color and design changes to statement paper

If you have any questions related to how the branding update will impact your operations area or systems, please contact Natalie Bennett by sending an email to [branding@aig.com](mailto:branding@aig.com). Please refer to the enclosed inserts for all other questions, or contact your Strategic Account Manager.

As always, we appreciate your business and the work you do to support our sales partnership. It continues to be a privilege to serve you and your clients.

American International Group, Inc. (AIG) is a leading international insurance organization serving customers in more than 130 countries. 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.

Contracts and policies are issued by American General Life Insurance Company and, in New York, by The United States Life Insurance Company in the City of New York. American General Life and US Life are members of the AIG family of companies. Guarantees are backed by the claims-paying ability of the issuing insurance company.

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