

Aviva USA – News Release

FOR IMMEDIATE RELEASE

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Aviva USA Completes Tree Gift to City of West Des Moines -- Employees Plant 200 Trees to Replenish Those Removed during Construction --

DES MOINES, Iowa – (June 1, 2009) – Aviva USA Chief Operating Officer Chris Littlefield was joined by The Honorable Steven Gaer, Mayor of West Des Moines, and Arbor Day Foundation Representative Kevin Sander to kick-off a major tree-planting event today. More than 100 Aviva USA employees planted trees along the 1-1/2-mile bike trail north of E.P. True Parkway in West Des Moines.

According to Chris Littlefield, this milestone tree-planting event took place as part of Aviva's ongoing commitment to corporate responsibility. "As a global organization, Aviva is deeply committed to the environment, being a good corporate citizen, and actively engaging our employees in the community. It was a little more than a year ago that we broke ground for Aviva USA's U.S. operations headquarters. These new trees replenish trees that were removed during construction of Aviva USA's new corporate headquarters in West Des Moines," stated Littlefield

During the official ceremony marking the tree-planting activities, Chris Littlefield commended the Arbor Day Foundation and City of West Des Moines on their active involvement on this effort. He told the dignitaries, city officials, and volunteers that the tree-planting activities are just one more way to bring new beauty to Aviva USA's new neighborhood.

"There's an ancient Chinese proverb that states: 'One generation plants trees; another gets the shade.' That is precisely what we're doing today with our gift to the West Des Moines community, creating new beauty for all to enjoy in these surroundings here," said Littlefield.

At the spring 2008 groundbreaking ceremony for Aviva's new headquarters, the company made a \$50,000 donation to the Arbor Day Foundation for the tree replacement. Today's planting by employees completes the company's gift to the residents of West Des Moines. Construction continues on Aviva USA's headquarters, which is expected to be complete by mid-2010.

About Aviva USA

Aviva USA is part of Aviva plc, the fifth largest insurer in the world. Aviva USA is a sales leader of fixed indexed annuities and fixed indexed life. Headquartered in Des Moines, Iowa, Aviva USA has additional offices located in Topeka, Kansas, and Woodbury, New York. In the United States, Aviva has approximately 1 million customers and employs nearly 1,500 people across the country. Aviva plc can trace its presence in the United States back to the late 1800s. We were ultimately transformed in 2006 when Aviva plc, our London parent, acquired Des Moines, Iowa-based AmerUs Group for \$3.1 billion (£1.7 billion.)

About Aviva plc

Aviva is the world's fifth largest* insurance group, serving 50 million customers across Europe, North America and Asia Pacific. Aviva's main business activities are long-term savings, fund management and general insurance, with worldwide total sales of £51.4 billion and funds under management of £381 billion at 31 December 2008. We are the largest insurance services provider in the UK and one of the leading providers of life and pension products in Europe. The Aviva media centre at www.aviva.com/media includes images, company and product information and a news release archive.

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