

The US Lion: uniquely Generali!



The Voice: to provide the advice you need

GENERALI USA LIFE REASSURANCE LAUNCHES A NEW ADVERTISING CAMPAIGN

Generali USA – as it is known in the market – based in Kansas City, Missouri, has launched its new national print advertising campaign. “The Lion” ads were originally inspired by Assicurazioni Generali’s television commercial spot titled “Savannah” which featured wild lions in the African environment.

The campaign consists of three print advertisements that feature specific parts of the lion’s body, symbolizing the Company strengths:

- his legs ► stability
- his eyes ► vision
- his mouth ► professional advice

All three advertisements finish with the tagline “**Uniquely Generali**” – a phrase that reiterates

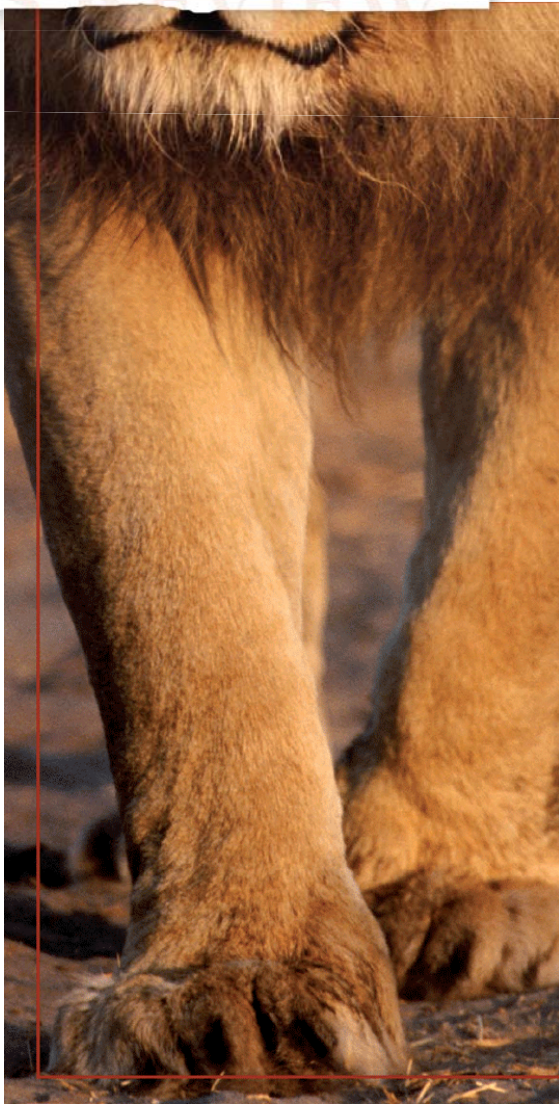


The Vision: to see what lies ahead

Contingencies
THE MAGAZINE OF THE ACTUARIAL PROFESSION

National
Underwriter

BEST'S REVIEW[®]



the perception that there is no other reinsurer like Generali USA.

These advertisements will be featured throughout 2009 in the following print and online U.S. national industry publications: Best's Review, Contingencies and National Underwriter.

The Generali Group Company is **one of the reinsurance industry's top professional life reinsurers**, having underwritten 11% of the recurring life reinsurance placed in the United States during 2007. It offers a wide variety of products and services including:

- individual life reinsurance
- individual life underwriting services
- individual life actuarial consultative services
- group life, accident, and health reinsurance

[Generali USA](#) is moving to a new office park development in July, 2009.



The current - above -
and new Company's
location - below

