



**PRESS RELEASE**

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**Help at your fingertips – AIG launches enhanced personal accident & business travel cover**

20 March 20, 2014 – AIG in the UK today launched its enhanced Lifeline Plus group personal accident & business travel offering, which includes extended policy wording and an innovative mobile app that provides travelers with direct access to assistance and advice at any time, wherever they are located.

“AIG research shows that 40% of UK business travelers require assistance during an overseas trip,” said Guy Wilson, UK Head of Group Insurances, Accident & Health, at AIG. “Despite this, only 41% of travelers carry their insurance details with them; the majority are forced to call home in the event that assistance is needed.

“With business travel increasing in range and frequency – the Global Business Travel Association predicts a 7.2% increase this year – travelers are exposed to an increasingly wide set of risks. These range from the mundane, such as lost baggage and flight cancellations, to the extreme – acts of terrorism and natural disasters. It is of little surprise then that 90% of business travelers surveyed said that they would be interested in downloading the AIG Business Travel Assistance App, which provides them with help at their fingertips.”

“The app features a quick call help button that connects policy holders directly to emergency travel, medical and security assistance. It also gives access to a range of resources including security awareness training, country reports and travel alerts that help people prepare for a trip, keep them safe while abroad and help them stay informed of changing situations while they are away. A dedicated assistance website is also available via the app, which contains valuable online tools to help employers to manage their duty of care requirements.”

“The app is just the latest benefit to be added to the AIG Lifeline Plus policy, which now includes enhanced wording providing additional cover in a range of areas, underlining our commitment to offering a comprehensive product that provides not only insurance cover, but a range of complete support services to assist travelers, their families and employers.”

**Ends**

Notes to editors

American International Group, Inc. (AIG) is a leading international insurance organisation serving customers in more than 130 countries and jurisdictions. 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. 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](http://www.aig.com) | YouTube: [www.youtube.com/aig](http://www.youtube.com/aig) | Twitter: @AIG\_UK | LinkedIn: <http://www.linkedin.com/company/aig> |

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