



Great American Financial Resources, Inc. Announces Its 2006 Third Quarter Conference Call and Webcast

October 16, 2006

CINCINNATI, Oct. 16 /PRNewswire-FirstCall/ -- Great American Financial Resources, Inc. (NYSE: GFR) expects to release its 2006 third quarter results on Monday, November 6, 2006 after the market closes. The earnings release will be available shortly thereafter on GAFRI's website at <http://www.gafri.com>.

(LOGO: <http://www.newscom.com/cgi-bin/prnh/20060725/CLTU092LOGO>)

In conjunction with the earnings release, GAFRI's results will be discussed as part of a conference call being conducted by American Financial Group, Inc. (NYSE: AFG), GAFRI's majority shareholder. The call will be held at 11:30 a.m. EST on Tuesday, November 7, 2006. There are two alternative communication modes available to listen to the call.

Over the Telephone

Telephone access will be available by dialing 1-800-901-5226 (International dial-in 617-786-4513). Please dial in 5 to 10 minutes prior to the scheduled start time. A replay of the call will also be available two hours following the completion of the call, at approximately 1:30 p.m., and will run until 11:59 p.m. on November 14, 2006. To listen to the replay, dial 1-888-286-8010 (International dial-in 617-801-6888) and provide the confirmation code 46474092.

Live on the Internet

The conference call will also be broadcast live over the Internet. To listen to the call via the Internet, go to AFG's website, www.afginc.com, and follow the instructions at the Webcast link in the Investor Relations section. The archived webcast will be available immediately after the call on AFG's website until Monday, November 13, 2006 at 11:59 p.m.

About GAFRI

GAFRI is a Cincinnati-based insurance holding company with nearly \$12 billion in assets. The Company's subsidiaries include Great American Life Insurance Company, Annuity Investors Life Insurance Company, Central Reserve Life Insurance Company, Continental General Insurance Company, United Teacher Associates Insurance Company (headquartered in Austin, Texas) and Loyal American Life Insurance Company. Through these companies, GAFRI markets traditional fixed, indexed and variable annuities and a variety of supplemental insurance products.

Forward-Looking Statements

The Private Securities Litigation Reform Act of 1995 encourages corporations to provide investors with information about the Company's anticipated performance and provides protection from liability if future results are not the same as management's expectations. Certain statements made on the conference call may be considered forward-looking statements that are based on assumptions which management believes are reasonable but, by their nature, inherently uncertain. Future events and results could differ materially from those projected. Factors that could cause such differences include, but are not limited to: changes in economic conditions, market interest rates, regulatory actions and operating results. Forward-looking statements are made only as of the date of their release and GAFRI does not have any obligation to update any forward-looking statements to reflect subsequent events or circumstances.

SOURCE Great American Financial Resources, Inc.

CONTACT: Mark F. Muething, Executive Vice President of Great American Financial Resources, Inc., 1-513-333-5515

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