



American Financial Group Launches Newly Redesigned Website

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CINCINNATI--(BUSINESS WIRE)--June 29, 2007--American Financial Group is pleased to announce the launch of its newly redesigned website - www.afginc.com. AFG's site serves as an informational source for investors, analysts and the general public.

The home page now offers AFG stock information at a glance, easy access to Company press releases, frequently viewed and requested financial information and the ability to sign up for email alerts that provide automatic notification for items such as AFG news releases and filings with the Securities and Exchange Commission.

AFG's home page also includes an overview of the company's operations including its insurance operations - Great American Insurance Group and Great American Financial Resources, Inc. New graphical elements and design reflect a fresh, contemporary look.

About American Financial Group

Through the operations of Great American Insurance Group, AFG is engaged primarily in property and casualty insurance, focusing on specialized commercial products for businesses, and in the sale of traditional fixed, indexed and variable annuities and a variety of supplemental insurance products.

CONTACT: American Financial Group, Inc.
Anne N. Watson, Vice President - Investor Relations
513-579-6652
anwatson@gaic.com
Or Visit:
www.afginc.com
www.GreatAmericanInsurance.com

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