

American Financial Group, Inc. Announces Its 2010 Second Quarter Conference Call and Webcast

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CINCINNATI, Jul 12, 2010 (BUSINESS WIRE) --

American Financial Group, Inc. (NYSE:AFG) (NASDAQ:AFG) expects to release its 2010 second quarter results after 5:00 pm (ET) on Monday, August 2, 2010. The earnings release will be available shortly thereafter on AFG's website at <http://www.AFGinc.com>.

In conjunction with its earnings release, AFG will hold a conference call to discuss 2010 second quarter results at 11:30 am (ET) on Tuesday, August 3, 2010. There are two communication modes available to listen to the call.

By Telephone

Toll-free access will be available by dialing 1-888-892-6137 (international dial-in 706-758-4386). The conference ID for the live call is 87161611. Please dial in five to ten minutes prior to the scheduled start time of the call. A replay will also be available two hours following the completion of the call, at approximately 1:30 pm (ET) and will remain available until 11:59 pm (ET) on August 10, 2010. To listen to the replay, dial 1-800-642-1687 (international dial-in 706-645-9291) and provide the conference ID 87161611.

Via the Internet

The conference call and accompanying webcast slides will also be broadcast live over the Internet. To listen to the call, go to the Investor Relations page on AFG's website, <http://www.AFGinc.com>, and follow the instructions at the **Webcastlink**.

The archived webcast will be available immediately after the call via the Webcast link on the Investor Relations page until August 10, 2010 at 11:59 pm (ET). An archived audio MP3 file will also be available within 24 hours of the call.

About American Financial Group, Inc.

American Financial Group is an insurance holding company, based in Cincinnati, Ohio with assets in excess of \$30 billion. 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. Great American Insurance Group's roots go back to 1872 with the founding of its flagship company, Great American Insurance Company.

Certain statements may be made on the conference call that may be considered "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Actual results could differ materially from any predictions that may be made. Additional information regarding factors that could cause such differences will appear in the press release.

SOURCE: American Financial Group, Inc.

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