



## American Financial Group, Inc. Names New Officers

March 10, 2008

CINCINNATI--(BUSINESS WIRE)--March 10, 2008--American Financial Group, Inc. (NYSE:AFG)(NASDAQ:AFG) announced that Pete Ruehlmann and Bob Greene were each named Assistant Vice President of the company.

Mr. Ruehlmann joined AFG's annuity and supplemental insurance operations in 1993 and serves as the lead for financial and operational audits for the company. Mr. Ruehlmann graduated from the University of Cincinnati and is a Certified Public Accountant.

Mr. Greene joined AFG's Property and Casualty insurance operations in 1992 and serves as the lead for IT audit for the company. He graduated from the University of Cincinnati, is a Certified Internal Auditor and Certified Information Systems Auditor, and holds the CPCU designation.

About American Financial Group, Inc.

American Financial Group is an insurance holding company, based in Cincinnati, Ohio with assets in excess of \$25 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.

CONTACT: American Financial Group, Inc.  
Anne N. Watson, 513-579-6652  
Vice President - Investor Relations  
or  
Web Sites: [www.afginc.com](http://www.afginc.com)  
[www.GreatAmericanInsurance.com](http://www.GreatAmericanInsurance.com)  
[www.gafri.com](http://www.gafri.com)

SOURCE: American Financial Group, Inc.