



**For Immediate Release**  
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### **AIG Extends Partnership with New Zealand Rugby**

**TOKYO, November 7, 2016** – American International Group, Inc. (AIG) today announced an extension of its sponsorship agreement with New Zealand Rugby (NZR). The extension strengthens the existing partnership announced in 2012 and reinforces the commitment to the global advancement of rugby from the community level to the All Blacks and other national teams.

“We’re delighted that AIG has extended their successful partnership with New Zealand Rugby,” said NZR Chief Executive Steve Tew. “AIG has been a great supporter of our game since coming on board in 2012 and contributed to outstanding results off the field, helping profile our teams throughout the world and showcasing the story and teams of New Zealand rugby to millions of new fans from Chicago to China and further afield.

“This is a very positive step for rugby in New Zealand and ensures critical funding to run and strengthen rugby in New Zealand from the community game through to the high-performance level.”

AIG has worked with NZR’s teams in 64 countries around the world and extended rugby’s reach to millions in the past 4 years, staging world-class events in Beijing, Chicago, Dubai, Dublin, Hong Kong, London, Rio de Janeiro, Tokyo, and Toronto. Since 2012, rugby has been the fastest growing team sport in the U.S. with over 50 per cent more players involved with the sport.

“We are excited to continue AIG’s brand partnership with NZR,” said Peter Hancock, AIG President and Chief Executive Officer. “Our sponsorship will continue to serve as a valuable marketing tool and as an inspiration for excellence to AIG people.”

The sponsorship arrangement extends AIG’s position as the Major Global Sponsor and Official Insurance Partner of New Zealand Rugby and the All Blacks for a further six years. The company will continue to directly sponsor the All Blacks, the All Blacks Sevens, the Maori All Blacks, the Black Ferns, the New Zealand Black Ferns Sevens and New Zealand Under 20 teams.

Since the partnership got underway in 2012, New Zealand teams have achieved unprecedented success with the All Blacks securing back to back Rugby World Cups, the All Blacks Sevens and Black Ferns Sevens winning the Sevens World Cups, World Championship wins for the New Zealand Under 20 and the Black Ferns Sevens team securing silver in Rio.

AIG was recognized as Rugby Sponsor of the Year and received the prestigious Sport New Zealand Recreation Award for Commercial Partnership in its very first year of its sponsorship. In only four years AIG was recognized by its peers and fans as Rugby Sponsor of the Decade.

The agreement continues to highlight the importance of preparation and safe, respectful participation in the sport and includes an ongoing commitment to funding community outreach and education programs that promote rugby safety and player wellbeing as well as the culture and values of rugby.

“AIG has been great to work with, taking time to understand our game, our people and our heritage,” said Steve Hansen, the All Blacks Coach. “This already solid foundation will strengthen further so we can continue to grow our game at home and around the world.”

AIG’s partnership with New Zealand Rugby will also see members of the All Blacks visit Japan this year to participate in promotional activities and attend an event with school children and members of the public in Tokyo in early December.

Robert L. Noddin, President and CEO of AIG Japan Holdings, said, “With the excitement for the sport on the ground here and the momentum building for Japan’s hosting of the 2019 Rugby World Cup, AIG’s continuing association with the All Blacks further demonstrates our commitment to the sport and its ideals at every level, from tag rugby for kids to Japan’s Top League and the world renowned All Blacks. AIG Japan truly values this partnership and it is a core part of who we are in the community.”

#### **About AIG:**

American International Group, Inc. (AIG) is a leading global insurance organization. Founded in 1919, today AIG member companies provide a wide range of property casualty insurance, life insurance, retirement products, mortgage insurance and other financial services to customers in more than 100 countries and jurisdictions. These diverse offerings include products and services that help businesses and individuals protect their assets, manage risks and provide for retirement security.

In Japan, AIG Japan Holdings represents household insurance brands including AIU Insurance, Fuji Fire & Marine, American Home Assurance, as well as AIG Fuji Life. Other non-insurance companies such as Techmark, AIG Fuji Insurance Services, AIG Asset Management, and AIG Business Partners are part of the AIG Group in Japan. Joint ventures include JI Accident & Fire Insurance and T-PEC Corporation. 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) and [www.aig.com/strategyupdate](http://www.aig.com/strategyupdate) | YouTube: [www.youtube.com/aig](http://www.youtube.com/aig) | Twitter: @AIGinsurance | LinkedIn: <http://www.linkedin.com/company/aig>. These references with additional information about AIG have been provided as a convenience, and the information contained on such websites is not incorporated by reference into this press release.

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