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**PHILAMLIFE RECEIVES 2009 READER'S DIGEST  
TRUSTED BRAND AWARD**

Philamlife remains the most trusted life insurance company in the Philippines as it receives its 6<sup>th</sup> consecutive Platinum Trusted Brand award for the insurance category from Reader's Digest Asia.

Philamlife is the first and only financial institution in the country to receive six (6) Platinum Trusted Brand awards.

The award is based on Reader's Digest 9<sup>th</sup> annual survey of brand performance according to consumers in Asian markets - Philippines, Hong Kong, India, Malaysia, Singapore, Taiwan, Thailand and China. They were asked to nominate their top brands from 43 categories ranging from consumer products and services, automobiles, electronics to financial institutions and were to rate each brand according to these core qualities: trustworthiness, image credibility, quality, value, understanding of consumer needs, innovation, social responsibility and if it is recommendable to others.

Only the brands with the highest ratings earn the status of either Platinum or Gold Trusted Brand. Brands that were rated well above their competitors are given the Gold Trusted Brand award while brands that have scored at least double that of their nearest rival and have had outstanding achievements are given the Platinum Trusted Brand award. The Trusted Brands survey was carried out by Nielsen Media Research.

According to Reader's Digest, "Achieving Trusted Brand status is a genuine recognition of consumers' approval. The survey reflects consumer's choice of their most trusted and favorite brands expressed by the readers of Reader's Digest Asia – Asia's largest circulation magazine with over one million readers – and non-readers alike."

"Earning the trust of our customers is important to us. We are grateful for this valuable recognition. Our 6<sup>th</sup> Reader's Digest Trusted Brand Platinum award is an inspiration to remain steadfast in meeting the needs of our customers and providing them with highest level of service." says Jose L. Cuisia, Jr., Philamlife President and Chief Executive Officer.



In photo are (from left) Lilet Camara-Yan, Reader's Digest Asia-Philippines advertising director; Jose L. Cuisia, Jr., Philamlife president and CEO and Ariel G. Cantos, Philamlife SVP and chief agency officer and Simon Cholmeley, Reader's Digest regional advertising director during the awarding ceremony.

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*The Philippine American Life and General Insurance Company is the largest and most diversified insurance company in the Philippines and the undisputed market leader for over half a century. Philamlife offers the most extensive line of products in the industry that provide solutions to various financial needs including income protection, retirement, education, investment, health, personal accident, group life and credit life. Philamlife has more than a million individual and corporate policyholders, and maintains the most extensive network of offices and sales agencies nationwide.*

*Philamlife's affiliate businesses include a wide range of diversified financial services in life insurance, pre-need plans, bancassurance, healthcare, asset management, and property management and development.*