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Business Wire

April 9, 2007

SECTION: Insurance

LENGTH: 559 words

HEADLINE: AIG Auto Insurance Launches GPS Based Teen Driver Pilot Program

AIG Auto Insurance today announced the AIG Teen GPS Program for auto insurance policyholders with teen drivers. According to the National Highway Safety Administration (www.nhtsa.gov), auto accidents are the leading cause of death for 16 to 20 year-olds, with roughly 6,000 young lives lost annually. The program will initially be piloted in Arizona, Illinois, New Jersey, Pennsylvania, South Carolina and Washington, and uses GPS technology to allow parents of teen drivers to monitor the location of the teen's car and driving.

After installing a small GPS unit, which is easily set up in 20 minutes, parents can instantly determine the exact location of the teen's car via the Web or any phone. Additionally, the AIG Teen GPS Program will automatically send the parent an e-mail and/or text message if the teen's car exceeds pre-defined speed limits or is driven too far from a pre-defined location (home, school, work, etc.). To facilitate the program, AIG Auto Insurance has teamed with MobileTeenGPS (www.mobileteengps.com) as its technology partner for the AIG Teen GPS Program.

"Parents and insurance companies share one simple goal: to reduce accidents and save lives," said Tony DeSantis, President of AIG Marketing, Inc., the direct marketing division responsible for AIG Auto Insurance. "This technology cannot prevent kids from using poor judgment or getting into accidents, however it is a great tool to help parents and teens agree on rules, monitor behaviors, develop safer habits, and ultimately save lives."

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