

Great American Announces Another “Big Rig Giveaway”

For the second year in a row, Great American Insurance Group’s Trucking Division is giving away a totally transformed heavy duty, Class 8 truck in the company’s popular “Big Rig Giveaway” sweepstakes. The 2008 sweepstakes prize, a tricked out Peterbilt 379EXHD, will be given to a trucker chosen at random from Great American’s booth, #67200 at the Mid-America Trucking Show (MATS) on March 29 at 2:00pm EST. This one-of-a-kind Pete will include a uniquely designed paint finish, new interior and upholstery, chromed-out detailing, and electronics including a DVD player, flat screen monitor, blind spot camera, security system, remote controlled electric hood opener, microwave and mini-fridge.

The first “Big Rig Giveaway” drew more than 7,500 participants from across the country. Most entered on-line by visiting www.GreatAmericanTrucker.com, but entries were also received in person at MATS right up until the contest closed. The 2007 winner, independent owner-operator Bruce Doering, was nearly speechless when he learned that he had won. “He thought it was a prank call from one of his buddies”, said Great American’s Jeanette Daunt, and had to be reassured that his good fortune was “for real”.

Event sponsor Great American Insurance Group is one of the leading insurers of independent owner-operators in the industry. “We really do speak a trucker’s language,” said Great American’s Tim Clinton. “We put ourselves in the driver’s seat when designing products for truckers, and we have the same philosophy for tricking out this truck. We want a trucker to truly enjoy it.”

To enter the “BIG RIG GIVEAWAY,” visit the Great American Trucking website at www.GreatAmericanTrucker.com. The contest is open to Class A commercial licensed drivers ages 21 or older. Employees and families of sponsors and vendors are not eligible. No purchase or payment is necessary to enter or win. The winner is responsible for taxes, insurance and all applicable fees. Void where prohibited by law.

Great American Insurance Group’s roots go back to 1872 with the founding of its flagship company, Great American Insurance Company. Based in Cincinnati, Ohio, Great American Insurance Group is engaged primarily in property and casualty insurance, focusing on specialized commercial products for business, and in the sale of traditional fixed, indexed and variable annuities and a variety of supplemental insurance products. The members of Great American Insurance group are subsidiaries of American Financial Group, also based in Cincinnati, Ohio. AFG’s common stock is listed and traded on the New York Stock Exchange (“NYSE”) and NASDAQ under the symbol “AFG.”

Contact:

Tim Clinton
Assistant Vice President, Trucking Division
Great American Insurance Group
tclinton@gaic.com
(513)333-6591

Visit:

www.GreatAmericanTrucker.com
www.GreatAmericanInsurance.com