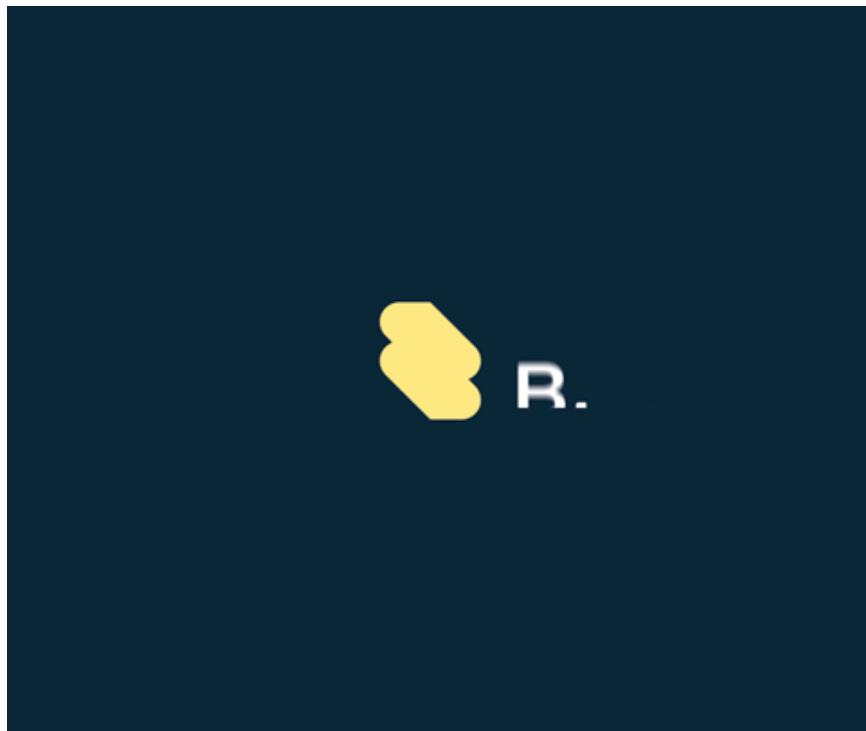


## AIG Introduces Blackboard, New Brand Name for Its Data Enabled, Digital Subsidiary Focused on Transforming Commercial Insurance

October 30, 2017 4:15 PM ET

NEW YORK--(BUSINESS WIRE)--Oct. 30, 2017-- American International Group, Inc. (NYSE:AIG) today introduced – Blackboard<sup>SM</sup>, the new brand name and logo for its technology-focused subsidiary, formerly operating under the Hamilton USA brand. AIG completed the acquisition of Hamilton USA on October 2, 2017.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171030006208/en/>



Blackboard GIF

Blackboard’s vision is to reimagine and transform commercial insurance through digital technology, data analytics, and automation. The name represents a clean slate and alternative solution for those in the industry who want to work together to leave behind the burden of inefficient, manual processes and outdated systems. The company will help clients and brokers move faster and with more insight so that they can focus on what’s important: relationships, building business, and reinvesting for growth.

“Our name acknowledges that there will be many advances in data and technology, and Blackboard will be the place where our people, clients, and brokers collaborate continuously to find better ways of doing business and to transform the insurance experience,” said Seraina Macia, Chief Executive Officer of Blackboard U.S.

Holdings, Inc. “Blackboard is a key part of AIG’s strategy to grow our business with the greatest competitive advantage and ability to serve our clients, today and into the future.”

Blackboard will operate as a start-up in the effort to modernize the industry, while backed by the resources of AIG. The platform is expected to launch by the second half of 2018, providing an integrated, digital, end-to-end commercial insurance experience.

Additional information about Blackboard, including job opportunities, is available on [www.blackboardinsurance.com](http://www.blackboardinsurance.com).

### Forward Looking Statements:

Certain statements in this press release constitute forward-looking statements. These statements are not historical facts but instead represent only AIG’s belief regarding future events, many of which, by their nature, are inherently uncertain and outside AIG’s control. It is possible that actual results will differ, possibly materially, from the anticipated results contemplated by these statements. Factors that could cause actual results to differ, possibly materially, from those in the forward-looking statements are discussed throughout AIG’s periodic filings with the Securities and Exchange Commission pursuant to the Securities Exchange Act of 1934.

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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, and other financial services to customers in more than 80 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. 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) | YouTube: [www.youtube.com/aig](http://www.youtube.com/aig) | Twitter: @AIGinsurance [www.twitter.com/AIGinsurance](http://www.twitter.com/AIGinsurance) | LinkedIn: [www.linkedin.com/company/aig](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.

AIG is the marketing name for the worldwide property-casualty, life and retirement, and general insurance operations of American International Group, Inc. For additional information, please visit our website at [www.aig.com](http://www.aig.com). All products and services are written or provided by subsidiaries or affiliates of American International Group, Inc. Products or services may not be available in all countries, and coverage is subject to actual policy language. Non-insurance products and services may be provided by independent third parties. Certain property-casualty coverages may be provided by a surplus lines insurer. Surplus lines insurers do not generally participate in state guaranty funds, and insureds are therefore not protected by such funds.

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