



Chris Littlefield named new CEO of Aviva USA

Dear Aviva Distribution Partners and Producers:

Today, I am pleased to report that Chris Littlefield, our Chief Operating Officer, has been named the new **Chief Executive Officer of Aviva USA**, effective immediately. Chris succeeds Tom Godlasky, who now serves as CEO for Aviva's entire North American region, leading both the U.S. Life and Annuity and Canadian Property and Casualty businesses.

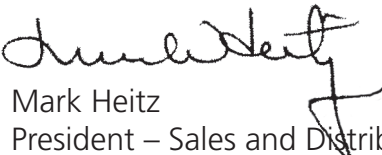
Chris' appointment to his new role follows an extensive national search. His overall talent, experience and passion for excellence distanced him from all other candidates. Most importantly, Chris has helped guide our company to an industry leadership position, despite challenging market conditions.

As we continue to heighten our focus on becoming a more customer-centric organization, I know Chris understands the great value of capturing your input and insights, as well as establishing new forums of dialogue and idea sharing. During the next few weeks and beyond, you will be hearing more from Chris as we continue to build upon our relationship with you. By enhancing our communication, we can identify new ways of working together even more closely to bring prosperity and peace of mind to both you and our policyholders.

With his proven track record and commitment for delivering results, I am confident that Chris will lead our Life and Annuity businesses to new levels of success.

Thank you for your ongoing support of Aviva and our customers. I speak for both Chris and myself when I say that we look forward to working with you as we introduce some exciting new programs that will help us achieve continued success for both of our organizations. Together, we can continue to ensure a bright future for customers, for you and for Aviva.

Sincerely,


Mark Heitz
President – Sales and Distribution



AVIVA APPOINTS CHRIS LITTLEFIELD TO U.S. CEO POST

DES MOINES, Iowa – (Sept. 9, 2009) – Aviva USA, part of Aviva plc, the world's fifth largest insurance group, today announced the appointment of Christopher J. Littlefield, as chief executive officer, effective immediately. Aviva USA is a leading provider of fixed indexed annuity and life insurance products in the U.S.

Littlefield has served as Aviva USA's chief operating officer and led the company's operational business units including insurance administration, information technology, marketing/brand, corporate affairs, the corporate program office, legal, compliance, and facilities. He will report to Thomas C. Godlasky, CEO for Aviva North America, who leads both the U.S. Life and Annuity and Canadian Property and Casualty businesses.

"I am very proud to make this appointment and pleased that Chris will lead Aviva's U.S. Life and Annuity businesses. Chris' overall talent, experience and passion for excellence made him the right person for this CEO position," said Godlasky. "Since joining Aviva, Chris has displayed outstanding leadership and dedication. He was a critical member of the team that managed the acquisition of AmerUs by Aviva plc in 2006 and ensured its smooth transition. In addition, he has helped guide Aviva North America's Life and Annuity business to an industry leadership position during historically challenging market conditions. I'm confident that Chris will lead the U.S. team to further success in serving our distribution partners and customers."

Chris Littlefield expressed enthusiasm about the appointment. "I'm very excited to have this opportunity. Aviva is a tremendous and growing company with great resources, particularly its employees, distribution partners and customers. I look forward to continuing to build upon our past successes and make Aviva USA's Life and Annuity businesses the envy of the industry."

-MORE-

Aviva appoints Chris Littlefield – Add Two

Littlefield joined AmerUs Group in January 2006 as executive vice president – general counsel and secretary. He was promoted to Aviva USA chief operating officer in February 2008.

Prior to that, Littlefield was with The Dial Corporation in Scottsdale, Arizona, where he held a number of management positions since 1998, including senior vice president, general counsel and secretary. He also served as senior vice president and general manager of one of The Dial Corporation's major business divisions. Before then, Littlefield was an attorney with Snell & Wilmer LLP, in Phoenix, Arizona.

Littlefield graduated cum laude with a Bachelor of Science degree in business administration from the University of Arizona. He earned a juris doctor, with high distinction, from The University of Iowa. He is a member of the Board of Trustees of Hospice of Central Iowa Foundation. In his new role, he will continue to be based at the U.S. operations headquarters in Des Moines, Iowa.

About Aviva USA

Aviva USA is part of Aviva plc, the fifth largest insurer* in the world. Aviva USA is a sales leader of fixed indexed annuities and fixed indexed life. Headquartered in Des Moines, Iowa, Aviva USA has additional offices located in Topeka, Kansas, and Woodbury, New York. In the United States, Aviva has approximately 1 million customers and employs nearly 1,500 people across the country. As of June 30, 2009, Aviva USA's assets totaled more than \$42.4 billion. Aviva plc can trace its presence in the United States back to the late 1800s. We were ultimately transformed in 2006 when Aviva plc, our London parent, acquired Des Moines, Iowa-based AmerUs Group for \$3.1 billion (£1.7 billion.)

**based on gross worldwide premiums at 31 December 2008.*

About Aviva plc and Aviva North America

Aviva plc is the world's fifth largest insurance group*, serving 50 million customers across Europe, North America and Asia Pacific. Aviva's main business activities are long-term savings, fund management and property and casualty insurance. With worldwide total sales of £51.3 billion and funds under management of £381 billion at 31 December 2008, Aviva is the largest insurance services provider in the UK and one of the leading providers of life and pension products in Europe. In North America, Aviva is the largest provider of indexed annuity and life insurance in the U.S., and the second largest property and casualty insurer in Canada. The Aviva media centre at www.aviva.com includes images, company and product information and a news release archive.

**based on gross worldwide premiums at 31 December 2008.*

#

CONTACT: Catherine Huggins
Director of External Communications
(515) 557-3822
catherine.huggins@avivausa.com