



Aviva USA First to Launch Presence in Second Life Aimed at Life Insurance and Annuity Agents

Island Developed as Venue for Agent Recruitment, Education and Training

DES MOINES, Iowa (June 6, 2008) -- Aviva USA, part of Aviva plc, the fifth-largest insurance group in the world, today invited its current and prospective agents to visit the company's private island in Internet-based virtual world Second Life. Aviva is the first life insurer to develop an island as a venue for agent recruitment, education and training. The company is evaluating how it might also use its presence in Second Life to benefit its customers and employees.

"Aviva understands that innovation and technology create competitive advantage," said Tom Godlasky, Aviva USA's president and CEO, who was named one of five "tech-savvy CEOs" in the June issue of Insurance & Technology magazine. "Aviva's island in Second Life strengthens our commitment to helping our agents and their customers build bright futures."

Visitors are welcomed by invitation only; life insurance and annuity agents can request an invitation by calling toll-free 800-801-1486, option 1, extension 2396. Agents may download the software and create an avatar at secondlife.com to join Aviva in Second Life. There is no fee for registering an account or participating in Second Life.

"Second Life provides Aviva with a rich environment for connecting with agents," said Mark Heitz, president of sales and distribution for Aviva USA. "Aviva's product innovations are aided by technology, and we think an island in Second Life is one way to use technology to help agents learn about Aviva and our products."

Aviva's island features free virtual gifts for visitors, a training center and a "Bright Futures Center" which includes dioramas of life stages, a wellness area featuring lifestyle tools and private "wellness toolbar" for users to track Second Life and real world activities.

Aviva's Second Life property will be exhibited at the Million Dollar Round Table annual meeting in Toronto June 22-26, 2008.

In April 2008, Second Life had nearly 14 million "Residents" and an economy totaling 4.9 billion Linden dollars (equal to about \$19.6 million). Since launching in 2003, Second Life has seen investment from consumer and technology companies, including IBM, as a medium for training, meetings and corporate presentations.

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ABOUT AVIVA

Aviva is the leading provider of life insurance and annuities to Europe with substantial positions in other markets around the world, making it the world's fifth-largest insurance group based on gross worldwide premiums as of December 31, 2007. Aviva's principal global business activities are long-term savings, fund management and general insurance, with worldwide total sales of \$98.4 billion and assets under management of \$724.6 billion as of December 31, 2007.

Aviva currently has 57,000 employees serving 45 million customers.

Aviva is traded on the London Stock Exchange under the symbol AV.

ABOUT AVIVA USA

In 2006, Aviva grew its existing U.S. presence by acquiring AmerUs Group, a national leader in indexed annuities and indexed life insurance. Nationally, Aviva USA is ranked number one in sales of fixed indexed life insurance and number one in sales of fixed indexed annuities. Aviva USA's employees are committed to helping customers meet their long-term savings, insurance and retirement income needs. www.avivausa.com.

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