

GoHealth™ to Distribute Loyal American Medicare Supplement Products

New Plan N Gaining Attention with Cost-Sharing and Lower Premiums

Leads, Online Quoting and Lead Management Program Provide Agents with Valuable Tools

Chicago, IL & Austin, TX November 5th, 2010 – GoHealth, Inc., a unique insurance agency that combines direct access to leads and leading-edge online technology, has signed a national distribution agreement to market Medicare Supplement products of Loyal American Life Insurance Company, part of Great American Financial Resources, Inc., a subsidiary of American Financial Group, Inc. (NYSE: AFG).

GoHealth Virtual Marketing Organization (VMO) will provide agents with free lead credits as an introductory offer, additional lead credits for each Medicare Supplement policy issued and a dollar-for-dollar lead matching program to keep agents going in the program. The GoHealth Senior platform includes: a quality lead source, a lead management system and BrokerOffice™ technology for premium rate quoting for the Loyal American Medicare Supplement products.

"This is an exciting time in the senior market, with new Medicare Supplement plans now available this year," said David Chambers, Director of Brokerage Sales for Loyal American Life Insurance Company. "Our Plan N, which provides cost-sharing features and corresponding lower premium rates, is receiving excellent acceptance in the market.

"We have met with GoHealth's senior management and many of its field managers, and we are quite impressed with the organization and its abilities," Chambers said. "At Loyal American, we have distinguished ourselves by setting sensible premium rates that we expect to have more stability than many of our competitors. In addition, as the federal government plans to cut reimbursements and make other changes in the Medicare Advantage program, we have found more customers seeking the security of original Medicare with a Medicare Supplement."

Free Leads, Lead Matching Program

"The senior market is of growing importance to our existing GoHealth agents and new agents who join our organization for the leads and technology we provide," said Michael K. Owens, Jr., Senior Vice President of GoHealth VMO. "With the GoHealth program, agents can have ready access to prospects. To help agents get started with us, we are providing \$150 in free leads when the agent becomes appointed through GoHealth. That's our 'Get Started!' program. Our 'Get Going!' program includes \$80 in lead credits for every issued Loyal American Medicare Supplement policy. To 'Keep Going!' we also provide dollar-for-dollar matching for dollars our agents use in purchasing leads from our company. "

Loyal American Products Available in 34 States

“Our association with Great American Supplemental Benefits Group provides us quality Medicare Supplement products in 34 states, including Illinois, Texas, North Carolina, Iowa, Indiana, and other key markets,” Owens said.

Important Tools for Senior Market Agents

“We believe our new senior program will be very important to many independent insurance agents,” Owens said. “GoHealth provides its agents the leads and technology tools they need to sell efficiently.”

GoHealth also provides its agents with commission payments, including year-end 1099 reports; agent support through a dedicated agency services staff of trained professionals, and agent appointment, including screening and processing of paperwork and a centralized point of contact.

For full details on how the GoHealth Senior market program can work for you, contact GoHealth at 877-596-5611 (phone) or by email: agencyservices@gohealth.com.

About GoHealth

By combining traditional agent distribution, coupled with the power of leads and technology, we provide a dynamic industry-leading sales organization focused on the success of our agents. GoHealth’s senior executives are seasoned professionals, with over 100 years of combined sales and management experience in the health insurance industry.

Our objectives at GoHealth are simple: Build consumer value, persistent business and long-term success for our distribution partners. In achieving these objectives, GoHealth utilizes consumer websites to provide information and access, including gohealthinsurance.com and gomedicare.com.

About GoHealthInsurance--GoHealthInsurance.com makes buying health insurance simple. GoHealthInsurance explains health coverage options in plain English, provides free health insurance quotes, connects shoppers with local agents, and helps consumers choose plans that meet their health and budget needs.

About GoMedicare--GoMedicare.com is a free online consumer resource for detailed Medicare information, free Medicare quotes, and comparing Medicare products — including Medicare Supplement — with licensed local agents. The service at GoMedicare.com is absolutely free for consumers with no obligation to buy.

About Loyal American

Loyal American Life Insurance Company is a subsidiary of Great American Financial Resources, Inc. Loyal American has been in business since 1958 and is currently rated A- by A.M. Best. Loyal American markets Medicare Supplement and other supplemental health insurance products in all states except New York.

Contacts

GoHealth: Michael Owens (312) 784-7018 mowens@gohealth.com

Loyal American: David Chambers (512) 531-1508 www.gafri.com