

**NEIL A. BETHEL PROMOTED TO PRESIDENT OF
GREAT AMERICAN CUSTOM**

Cincinnati, Ohio — March 14, 2005 - Great American Insurance Group has announced the promotion of Neil A. Bethel to President of Great American Custom Insurance Services, Inc., a wholly-owned subsidiary of Great American Insurance Company based in Cincinnati, OH. Mr. Bethel had been the Chief Financial Officer and Chief Actuary of Great American Custom since 2001.

Mr. Bethel is a Fellow of the Casualty Actuarial Society and a Member of the American Academy of Actuaries. Prior to his employment with Great American Custom, he spent more than 24 years as a consulting actuary for Tillinghast/Towers Perrin. A native of Seattle, Mr. Bethel has lived most of his life in California and earned his Bachelor of Arts degree from the University of California in Santa Barbara. Currently living in Los Angeles, Mr. Bethel directs the activities of Great American Custom's California offices in LA, San Diego and Woodland Hills as well as operations in Boston, Chicago, Cincinnati and Seattle.

Based in Los Angeles, California, Great American Custom Insurance Services, Inc. is an underwriting manager for insurance companies in the Great American Pooled Insurance Companies, a grouping of affiliated insurers led by Great American Insurance Company. The Great American Pooled Insurance Companies are members of the Great American Insurance Group whose parent company is American Financial Group, Inc. (NYSE:AFG). Through the operations of Great American Insurance Group, AFG is engaged primarily in property and casualty insurance, focusing on specialized commercial products for businesses, and in the sale of retirement annuities, life and supplemental health insurance products.

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Web Sites: www.GreatAmericanInsurance.com
www.AFGINC.com