



**AmAssurance**

**Media Release**

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**AmAssurance Launches New Online Game to Inculcate Prudent  
Financial Planning**

AmAssurance today launched an interactive online game called "It's My Life" on its website to educate the public, especially the youngsters to start practising prudent financial planning and to be prepared for any unexpected events in life.

The financial literacy educational online game was designed with real life questions and learning experiences related to financial planning and to learn the importance of financial planning via various challenging questions as they go through different stages of life in the game.

"It's My Life" Online Game consists of three life stages - adolescence, adulthood and the golden years. As the player proceeds to another stage of life, the player is expected to have better planning in their personal finances. The ability of the player to control good balance in life and wealth will be reflected in the score.

Mr Ng Lian Lu, Chief Executive Officer of AmAssurance said, "Practising a sound financial management is not something that can be learned in one day but learned over a period of time. Hence this online game which is available for the next two months, can play a role to educate the public in financial management over this period of time.

“Also with Chinese New Year on the horizon, we are launching this campaign to educate youngsters the proper way to utilize and also save their ‘Ang Pao’ money during the festive season.

“By launching this innovative game, AmAssurance can make its presence felt in the fast growing web community while elevating our brand through advertisements via online news portals and social network sites amongst technology savvy Malaysians,” added Mr Ng.

The online game campaign is expected to drive approximately 10,000 traffic per month to AmAssurance corporate website at <https://www.amassurance.com.my>.

Apart from that, the online game is also an extension of the “What Women Want” Corporate Social Responsibility (CSR) Programme, which was held last June across the nation to impart the knowledge of financial planning to women.

Ng added that youngsters must be mindful of the unexpected turn of life events. In order to instill good financial practices amongst the youngsters, the knowledge of financial planning is a vital skill to help them to distinguish between the basic necessities and luxuries in life

“It’s My Life” Online Game which begins today, will end on 30 April 2010. Online users can log on to [www.itsmylife.com.my](http://www.itsmylife.com.my) and replay for chances to win the grand prize of RM10,000 cash and attractive weekly prizes.

### ***About AmLife Insurance Berhad***

AmLife Insurance Berhad, previously known as AmAssurance Berhad, is a distinctive brand name of quality in the Malaysian insurance industry. Behind AmLife, are a strong regional and international franchises – AmBank Group, a leading regional banking group and Friends Provident, one of the United Kingdom’s largest insurance companies which has been established for over 175 years. AmLife’s business is generated from a comprehensive range of life wealth protection solutions distributed

through a combination of over 200 AmBank and AmAssurance branded branch offices serviced by over 4,000 representatives nationwide. With almost 36 years of solid wealth protection planning expertise and over RM2 billion of assets under management, we have positively touched the lives of millions of Malaysians.

Our strategic partner, Friends Provident plc is a UK-listed life and pensions company, originally founded in 1832 to alleviate the hardship of Quaker families facing misfortune. Friends Provident's strategy today is to operate in markets where it can deploy its award-winning strengths in technology and service to gain competitive advantage. Since its demutualisation in 2001, the company has developed strong offerings in pensions and protection to complement its historic With Profits business, and now prioritises international growth. Friends Provident is fully committed to the principles of the FSA initiative 'Treating Customers Fairly'. Friends Provident distributes its products through intermediaries in the UK and around the world. Its key business lines in the UK are protection and corporate pensions. Friends Provident International develops competitive savings, investment and pensions products for a broad and diverse range of markets including Hong Kong, the United Arab Emirates and Germany.

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