



# NEWS RELEASE

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## **Local Independent Agent Selected to Offer The Hartford's AARP Insurance Program**

*After meeting several social responsibility and business requirements, Masiello Insurance Agency, Inc. was authorized to now offer the popular insurance program in Keene Sentinel.*

Keene – The Hartford Financial Services Group, Inc., (NYSE: HIG) announced today that it is making its award-winning AARP®-branded auto insurance program available through Masiello Insurance Agency, Inc. in NH.

Masiello Insurance Agency, Inc. was chosen after satisfying a number of eligibility requirements, which included: demonstrating a commitment to community service; meeting a high-level of business and ethics standards; and completing a training program designed to highlight the needs of the 50+ population.

“For 25 years, the industry-leading AARP-branded auto insurance program from The Hartford has been extremely popular,” said Kathy Bromage, vice president, The Hartford. “Much of the success of this program is due to innovative product features and a commitment to truly understand and support our customers. We are thrilled to now be able to offer these benefits with our independent agent partners.”

According to research from The Hartford, the majority of AARP members prefer the advice and counsel of a local agent when making decisions about their insurance. Based on this research and strong customer demand, The Hartford is offering the AARP-branded auto insurance program through select, authorized independent agents. These products were previously only available from The Hartford by phone, the Internet and by mail.

The AARP-branded auto insurance program is designed in consultation with The Hartford Advance 50 Team, which helps to tailor our products and services specifically to the interests and needs of Baby Boomers and older adults. Other unique hallmarks of the program include:

- Lifetime continuation agreement – assures that the customer’s insurance policy will not be dropped as long as a few simple requirements are met.
- RecoverCare – helps customers pay for assistance with daily errands and responsibilities, like cooking, cleaning, shopping, dog walking, transportation and yard work if they are injured in an auto accident.
- Standard 12-month rate protection versus the traditional six month policies offered by most companies.

### **About Masiello Insurance Agency, Inc.**

Masiello Insurance has been serving the needs of our clients in New Hampshire, Massachusetts, Maine and Vermont for 45 years.

### **About The Hartford**

Celebrating nearly 200 years, The Hartford (NYSE: HIG) is an insurance-based financial services company that serves households, businesses and employees by helping to protect their assets and income from risks, and by managing wealth and retirement needs. A Fortune 500 company, The Hartford is recognized widely for its service expertise and as one of the world’s most ethical companies. More information on the company and its financial performance is available at [www.thehartford.com](http://www.thehartford.com).

### **About AARP Financial, Inc.**

In 2005, AARP Services founded AARP Financial Inc., a wholly-owned taxable subsidiary that manages the provider relationships for and performs quality control oversight for the financial products that carry the AARP name, including credit cards, auto and home, mobile home and motorcycle insurance, and life insurance and annuities. AARP Financial also provides access to proprietary investment products and services, including mutual funds and financial guidance, designed to meet the needs of investors at any life stage.

### **About AARP**

AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for 50+ Americans and the world’s largest-circulation magazine with over 34.5 million readers; AARP Bulletin, the go-to news source for AARP’s 40 million members and Americans 50+; AARP Segunda Juventud, the only bilingual U.S. publication dedicated exclusively to the 50+ Hispanic community; and our website, [AARP.org](http://AARP.org). AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

materially. Investors should consider the important risks and uncertainties that may cause actual results to differ. These important risks and uncertainties include those discussed in our Quarterly Reports on Form 10-Q, our 2008 Annual Report on Form 10-K and the other filings we make with the Securities and Exchange Commission. We assume no obligation to update this release, which speaks as of the date issued.

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