



Media Release

October 7, 2009

Aviva Investors appoints global product and strategic relations director

(London): Aviva Investors, the global asset management business of Aviva plc, today announced the appointment of Rob Watson to the new role of Global Product and Strategic Relations Director.

Rob will lead Aviva Investors' combined global product development and strategic relationship teams, as well as the Consultant Relationship Group for global consultants. In that role, Rob and his group will work closely with and support the efforts of Aviva Investors' regional sales and consultant teams in North America, Europe and Asia-Pacific. He will be based in the Aviva Investors offices in Chicago and report to Erich Gerth, recently appointed Global Business Development Director in London.

Rob joins from Janus Capital Group, where he was most recently Managing Director and Senior Vice President in charge of the firm's global key relationships and product consulting teams. Prior to joining Janus, Rob was head of product strategy and management for Morgan Stanley's US asset management affiliate, Van Kampen.

Erich Gerth said, "Rob's appointment marks a further step in the development of Aviva Investors' client-centric approach to delivering products and solutions that fit the needs of our global client base.

"Rob has led teams for nearly 20 years and successfully developed strategic relationships by staying focused on client needs. Our goal of bringing Aviva Investors' strong investment capabilities and executing risk-aware product strategies globally with key clients will be greatly enhanced by Rob's leadership and experience."

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Notes to Editors

Aviva Investors

Aviva Investors is the global asset management business operated by affiliates of Aviva plc, the world's fifth-largest insurance group.¹ The affiliates operate under a single brand with more than 1,300 employees in 15 countries across Asia Pacific, Europe, the UK and North America.

Aviva Investors affiliates manage more than \$362 billion (USD) worldwide.²

No Aviva Investors affiliate is engaging in or holding itself out as engaging in the business of advising others as to investing in securities or the business of buying or selling securities in any jurisdiction where it is not qualified to do so.

1 – As of December 31, 2008

2 – As of June 30, 2009