



Media Release

October 22, 2009

Aviva Investors appoints Stephen Reynolds as head of North America consultant relationships

(Des Moines): Aviva InvestorsSM North America, Inc. has named Stephen Reynolds as Managing Director for Consultant Relationships. He will be based in Chicago and will report to Eric Hasenauer, Managing Director and Head of Institutional Sales. Hasenauer is based in New York.

In his new role, Reynolds will be responsible for the development and management of key investment consultant relationships in the North American region.

Hasenauer said, "We believe that the emergence of the Aviva Investors brand in North America is an exciting new story for the institutional investor community. Developing our brand with key consulting firms will be critical to our success, and Stephen's experience in this space will be instrumental in building and maintaining these relationships."

Prior to joining Aviva Investors, Reynolds was a Director at Deutsche Asset Management, where he was responsible for institutional client and consultant relationships. His 18 years of experience in investment management includes institutional sales experience at PIMCO, Northern Trust and Ibbotson Associates.

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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