



Media Release

February 11, 2010

Senior management changes at Aviva Investors in North America

(Des Moines) Aviva Investors has appointed Richard Field as interim Chief Executive Officer (CEO) for its operations in North America following the departure of prior CEO Greg Boal, who today has left the business by mutual agreement.

Richard joined the Aviva Group in February 2007. He is currently based in London as Aviva Investors Director of Global Investment Solutions (GIS) and is a member of the Aviva Investors Executive Committee. He is responsible for all Aviva Investors global and scalable investment activities including specialized, solutions-based strategies and portfolios of products comprising quantitative, index and multi-manager funds.

Richard has a comprehensive knowledge of Aviva Investors global capabilities and business strategy and brings a strong understanding of Aviva's business and its requirements, having been Director of Investments for Norwich Union Life before joining Aviva Investors. Since then, Richard has been working with Aviva Investors in North America on the development of global investment solutions for insurance and pension clients.

Richard will relocate to the US until a permanent CEO for operations in North America is found. He will retain his overall responsibility for GIS during this interim period, continuing to pursue his key objective of developing a differentiated global model for this area of the business.

Alain Dromer, Chief Executive of Aviva Investors, thanked Greg Boal for his role in the development of Aviva Investors business in North America:

"In his seven years with the company, Greg has built a powerful team whose great technical strength has been shown in the way we have successfully navigated the worst financial crisis in a generation. As a result, our business in North America is now well positioned for the next phase of its development. We are grateful to him for his contribution and wish him well in the future.

"I am delighted that Richard Field has agreed to step into the role of interim CEO for Aviva Investors in North America. He has a deep understanding of the asset management industry in all its forms, is already known to many of our key stakeholders in North America and most importantly is fully committed to the process of globalization that is at the heart of our business strategy. He will ensure that there is continuity in our relationships with clients and the institutional asset management community, enabling us to capitalize on the momentum that has already been established within our North American business."

– Ends –

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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