



Media Release

September 23, 2010

Aviva Investors hires Senior Portfolio Manager For Private Fixed Income in North America

(Des Moines): Aviva InvestorsSM North America, Inc. (AINA) has hired Rachel Stauffer as Vice President / Senior Portfolio Manager for its Private Fixed Income investment team. She will be based in Des Moines, IA, and report to Roger Fors, Head of Private Fixed Income.

Rachel joins Aviva Investors with more than 20 years of investment experience, most recently at American Equity Investment Life Insurance Company, where she was Vice President, Investments and Private Placement Portfolio Manager. Prior to that role, she was a partner with Cybus Capital Group. She also has held positions at Whirlpool Financial Corporation and A T Commercial Corporation in Chicago.

Roger Fors said, "Rachel will add an extremely valuable component to our strong Private Fixed Income investment management team. She will play an essential role in underwriting transactions and in portfolio management activities, and will help us continue to provide the highest quality solutions to our clients."

Rachel holds the Certified Financial Analyst (CFA) designation and is a member of the CFA Society of Iowa.

Additional information about Aviva Investors and the Private Fixed Income investment strategy is available at www.avivainvestors.us.

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Contact:

Barry Schneider
Vice President, Communications
Aviva Investors North America, Inc.
515-657-8523
barry.schneider@avivainvestors.com

Notes to Editors

Aviva Investors

Aviva Investors is the global asset management business operated by affiliates of Aviva plc, the world's sixth-largest insurance group.¹ The affiliates operate under a single brand with more than 1,400 employees in 16 countries across Asia Pacific, Europe, the UK and North America.

Aviva Investors affiliates manage more than \$370 billion (US) 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, 2009

2 – As of June 30, 2010