



## Have you checked out Aviva lately? We've been changing the industry, one agent at a time.

Over the last several months, we have been deliberate in our approach to improve agent satisfaction and have taken significant steps to make Aviva the #1 carrier you recommend to your clients.

### And we are pleased to say that you, our valued agents, have taken notice.

Recently, the *Agent Sales Journal* released its sixth annual **Life Insurance Market Study**. Independent life insurance agents across the country ranked 53 insurance carriers in eight categories to measure how well each carrier met agent needs. We are proud to say that Aviva ranked amongst the top five in seven of these categories.

	<b>Best at meeting agents' overall needs in the life insurance market</b>
<p>Overall, Aviva ranked within the <b>Top 5</b> in the following categories:</p> <p>Agent's Sales Journal - July 2011</p>	<b>Most effective life insurance sales &amp; marketing material</b>
	<b>Companies with which agents write the most life business</b>
	<b>Best at promoting their products</b>
	<b>Best at providing training and educational opportunities</b>
	<b>Best at raising public awareness about the benefits of life insurance</b>
	<b>Most effective at providing producers with leads and prospecting help</b>

We understand that our success is a direct result of our ability to meet your needs. Through competitive products and outstanding service, we are committed to exceeding your expectations. You and your clients have been our focus -- and will remain our focus.

### Thank you for trusting Aviva with your business, we won't let you down.

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