



Field
Update



April 14, 2010

Consumer Newsletter to Launch April 15, 2010!

Thanks to a survey completed by Aviva customers last year, we know our clients want more communication from us. That's why we're launching our first quarterly consumer e-mail newsletter that will keep clients who opt in - 1,800 of them so far - up to date on Aviva news. Going forward, we will continue to send the newsletter only to customers who have requested it.

Content will vary with each issue, but will include lifestyle pieces, an "Ask the Editor" section and a survey about useful content for future editions.

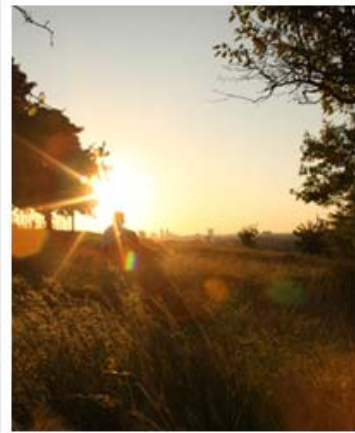
The inaugural edition is scheduled to be sent to clients on Thursday, April 15, but as an agent, you can enjoy a [sneak preview](#) of it today. Click on the button that accompanies each story to read the full article!

[What's Right For You?](#)[Life Insurance](#)[Annuities](#)[Why Aviva?](#)

You are at the center of everything we do.

Insurance can be a confusing and intimidating subject for most people. At Aviva we plan to change all of that! And to start we are going to tell you a big secret, that isn't secret at all. But I am willing to bet you haven't heard it from any insurance company before.

At its core Insurance is really just people helping people. Our role as an insurance company is to pool resources and then share the risk across the group. We are here so people that have a desire to provide their families, businesses and loved ones security and peace of mind can do so as a reasonable cost. We are all working together.

[LEARN MORE. ▶](#)

Easy Strategies to Stay Healthy

Staying fit and making healthy choices does not mean you have to hit the gym 7 days a week or resign yourself to rice cakes...

[▶ Learn more](#)

20, 30, 40...How many years?

Okay. You've got a job, a dog, a family and a mortgage. It's time to start planning your retirement! Think about it ...

[▶ Learn more](#)

We want to know what You think!

At Aviva, we're putting You at the center of everything we do. In our first online survey, You told us topics about saving for retirement and staying healthy were important so we've tailored this newsletter to do so.

To help us with future newsletters,
**what topic would be most helpful
or interesting to You?**

- [Select ▶ Working in Retirement: Getting paid for your passion](#)
- [Select ▶ Easy Recipes for a Healthy Lifestyle](#)
- [Select ▶ Easy Ways to Reduce Stress](#)
- [Select ▶ Protecting Your Family's Financial Future](#)
- [Select ▶ Talking to Loved Ones About Your Policies](#)
- [Select ▶ Just the Facts: Annuity Fundamentals](#)
- [Select ▶ How Much is Just Right: Deciding how much Life Insurance or Annuity Payment is enough](#)

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