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**GREAT AMERICAN INSURANCE GROUP USES INTERWISE TO TRAIN AGENTS
ON NEW PRODUCTS, POLICIES AND BUSINESS PROCESSES****Enterprise Communications Platform Provides an Ideal Means to Reach
Employees in Remote Locations**

CAMBRIDGE, Mass., November 18, 2002 — Interwise®, the foremost provider of enterprise communications solutions, today announced that Great American Insurance Group® is currently using Interwise's Enterprise Communications Platform (ECP) to train its Ocean Marine business unit on a new policy administration system that will make policy processing faster and more effective. As a result of using Interwise, the company has saved over \$155K in travel-related expenses on the first training release alone – twenty hours over two weeks to a total of 125 employees.

With 125 underwriters and processors scattered across the country, Great American's Ocean Marine Division faced a challenge when it was time to introduce new products, processes or policies. Holding classroom training for dispersed attendees proved too costly so Great American Insurance decided to investigate online training solutions that would allow sessions to be held live, recorded and then made available to the business unit customers whenever and wherever was most convenient.

"Ours is an evolutionary industry with change occurring on an ongoing basis. We needed an efficient and cost-effective means to keep all of our business unit customers trained and prepared to manage that change," said Marie Peterson, Divisional Vice President of Transformation for Great American Insurance Group. "We reviewed numerous online communications platform vendors on the market and we believe that Interwise offered the functionality to support our current and future communications and training needs. We have six new courses planned for the coming months and Interwise is allowing us to train our staff quickly, conveniently and economically."

Great American Insurance selected Interwise primarily for its content recording and application sharing functionality. Since the Ocean Marine Division has regional offices located throughout the country, Great American Insurance needed a training platform that would allow the company to conduct live training sessions to various business units with no travel costs and lost downtime. With its five different modes and corresponding functionality built into one platform, Interwise gives Great American Insurance the flexibility to conduct both live and pre-recorded classes and the ability to support future classes with dozens to hundreds of attendees.

“Companies such as Great American Insurance see the value in an online communications solution for sharing information on software and product rollouts,” Said Frank Zvi, President and CEO of Interwise. “Interwise allows organizations to offer ongoing training programs to keep their staff and customers armed with the most up-to-date information on the latest software upgrades, while reducing the need for travel and conference calls.”

About Great American Insurance Group

The members of the Great American Insurance Group are subsidiaries of American Financial Group, Inc.(NYSE:AFG), a publicly owned, New York Stock Exchange listed corporation based in Cincinnati, Ohio. The operations of Great American Insurance Group are primarily engaged in specialty property and casualty and private passenger automobile insurance businesses and in the sale of retirement annuities, life and supplemental health insurance products. Great American’s Ocean Marine Division offers a diverse array of insurance products tailored to the marine industry. The Division’s staff of marine specialists provides the experience and expertise to meet clients’ specific needs in this highly specialized field of insurance.

About Interwise

Interwise helps organizations address the communications challenges presented by dynamic business environments, global marketplaces and geographically dispersed stakeholders. The Interwise Enterprise Communications Platform (ECP) is a single platform for live collaboration, communications and eLearning. The leading choice of Global 2000 companies, Interwise maintains a presence in more than 20 countries through a direct sales force, distributors, value-added resellers and systems integrators. Visit us at (URL) <http://www.interwise.com>.

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