

Springleaf Financial Services
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AMERICAN GENERAL FINANCIAL SERVICESSM
ANNOUNCES NEW NAME: SPINGLEAF FINANCIAL SERVICES

EVANSVILLE, IN, January 12, 2011 – Springleaf Financial Services will be the new brand name of the customer finance business currently known as American General Financial Services (AGFS) beginning in March, 2011.

“This is the beginning of an exciting new chapter in our company’s rich history. In 2010, we celebrated 90 years in business, and now we are pleased to begin the New Year as part of the Fortress family.” said Frederick W. “Rick” Geissinger, Chairman and CEO. “We believe that the name Springleaf captures our sense of optimism, represents a new beginning with a continued strong focus on our customer, and conveys the idea of growth that we hope to achieve with the support of our new parent company.”

AGSF will begin transitioning to the new name beginning in early 2011. The process is anticipated to be completed by July 2011.

ABOUT AMERICAN GENERAL FINANCIAL SERVICES

AGSF is a leading provider of consumer credit based in Evansville, Indiana. AGSF finances mortgages, secured and unsecured personal loans and secured retail sales finance products. In addition to its lending activities, AGFS offers credit and non-credit insurance. AGFS has over one million customers and originates loans through its more than 1,100 branches located across the U.S., Puerto Rico and the Virgin islands. For more information, visit www.agfinance.com

On November 30, 2010, certain Fortress managed funds acquired 80% of American General Finance Inc. from AIG. American General Financial Services is a trademark owned by American International Group, Inc., and is being used under license. American General Finance, Inc. is no longer an affiliate of American International Group, Inc. or the American General Life Companies.

ABOUT FORTRESS

Fortress is a leading global investment manager with approximately \$44 billion in assets under management as of September 30, 2010. Fortress offers alternative and traditional investment products and was founded in 1998. For more information regarding Fortress Investment Group LLC or to be added to our e-mail distribution list, please visit www.fortress.com.

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