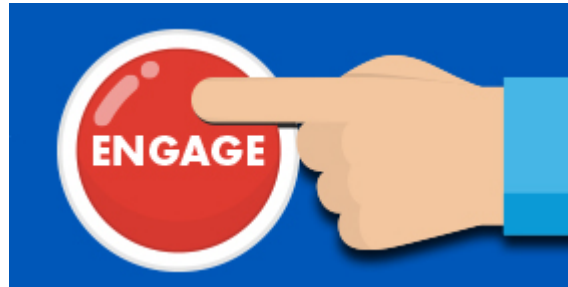




PROSPECTING

Engage Generation X with Effective Prospecting



**Copy and
post from our
Generation X
Prospecting Tool**

**For more information:
aig.com/GenerationMatters**

This generation can be:

- cynical
- very pressed for time
- tough to get interested

Reach out with value added, engaging content that is accessible with the click of a button..

Then you can follow up with our client meeting prep tool called Generation Station which provides a fast track to tailored sales strategies for Generation Xer's specific life stage needs, income and more.

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American General Life Insurance Company
2929 Allen Parkway, Houston, TX 77019, United States

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