



RIVER ROAD
ASSET MANAGEMENT®

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Aviva Investors Completes Purchase of River Road Asset Management

LOUISVILLE, KY-- March 4, 2010 -- River Road Asset Management, LLC (“River Road”), has completed its acquisition by Aviva Investors, the global asset management business of Aviva plc (NYSE/LSE: AV). The agreement to purchase River Road was announced on January 5, 2010.

“The financial strength and global presence of Aviva Investors coupled with River Road’s equity investment expertise and strong institutional relationships provide enormous opportunities for our clients and associates. We are thrilled to have completed this transaction,” said James C. Shircliff, CEO of River Road.

Alain Dromer, chief executive of Aviva Investors, said, “The addition of River Road's equity expertise to our existing fixed income capabilities is a significant step in the development of our business in North America. The diversification of our US-based investment offering is an important component of our global strategy to grow our institutional asset management business, and I am delighted that we have achieved this milestone.”

River Road will form part of Aviva Investors North America, which offers customized asset management solutions for insurance companies, public pension funds, foundations and endowments, family offices and other institutional clients. The North America headquarters is in Des Moines, IA, with offices in New York, Chicago, Manhattan Beach, CA, and Toronto, Canada. River Road’s management team remains intact, and the company will maintain the integrity and autonomy of its investment process. River Road will continue to be based in Louisville.

River Road specializes in value-oriented equity investment management. With more than \$3.6 billion in assets, the firm provides institutional separate account and investment sub-advisory services to a broad range of both domestic and international clients.