

## There Is No Substitute for the Aflac Duck

by PR-NewsWire

COLUMBUS, Ga., Jan. 4 /PRNewswire/ -- Today, Aflac announced the launch of its latest television commercial, "Orangutan," designed to illustrate in a humorous way, that there is no substitute for Aflac, the number one provider of guaranteed-renewable insurance in the United States.

The 30-second spot shows an employee asking her boss if their company has Aflac, while the two are standing in front of a production line inside a factory. Her boss replies that they have "something else" while an orangutan hangs from a factory light and looks directly at them. The boss gestures at the orangutan, which represents another insurance company. She then asks if it helps pay for rent, gas and groceries, or her everyday needs. The orangutan answers her questions with a vigorous headshake and continues to create chaos.

"We're continuing to educate consumers on how Aflac is essential because we pay cash benefits that policyholders can use to meet their basic needs," said Dan Amos, chairman and CEO of Aflac. "Our benefits help consumers pay for deductibles, co-payments, everyday bills and other expenses associated with an illness or injury."

"Orangutan" is the 33rd installment in the popular Aflac commercial series produced by the Kaplan Thaler Group. The ad is scheduled to debut nationwide on Sunday, January 6, 2008. The spot will run on major networks and cable channels such as ABC, CBS, NBC, A&E, CNBC and Discovery.

About Aflac:

For more than 50 years, Aflac products have given policyholders the opportunity to direct cash where it is needed most when a life-interrupting medical event causes financial challenges. Aflac is the number one provider of guaranteed-renewable insurance in the United States and the number one insurance company in terms of individual insurance policies in force in Japan. Our insurance products provide protection to more than 40 million people worldwide. Aflac has been included in Fortune magazine's listing of America's Most Admired Companies for seven consecutive years and in Fortune magazine's list of the 100 Best Companies to Work For in America for nine consecutive years. Aflac has also been recognized three times by both Fortune magazine's listing of the Top 50 Employers for Minorities and Working Mother magazine's listing of the 100 Best Companies for Working Mothers. Aflac Incorporated is a Fortune 500 company listed on the New York Stock Exchange under the symbol AFL. To find out more about Aflac, visit [aflac.com](http://aflac.com).

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Source: Aflac Incorporated

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