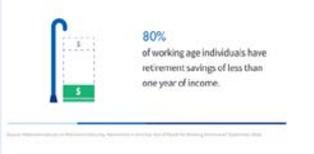
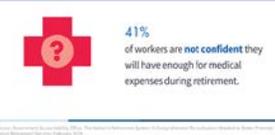
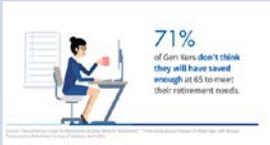


Notes: Check with your compliance department before sending any message.

DATE	LINKED IN	FACEBOOK	TWITTER
Day 1	<p>Will you outlive your retirement savings? Many Americans will be spending 20+ years in retirement. http://spr.ly/6008GsMNG</p>	<p>The current average life expectancy for a 65-year-old man is 83 years.</p> <p>The current average life expectancy for a 65-year-old woman is 85.5 years.</p>	<p>Will you outlive your #retirementsavings? Many Americans will be spending 20+ years in #retirement. http://spr.ly/6008GsMNG</p>
Day 2	<p>Medical expenses can add up quickly. Will you have enough savings for retirement? http://spr.ly/6007GsM2S</p>	<p>A healthy 65-year-old couple is expected to spend more than \$600,000 on lifetime medical expenditures.</p>	<p>#Medicalexpenses can add up quickly. Will you have enough savings for #retirement? http://spr.ly/6007GsM2S</p>
Day 3	<p>If there's one risk you can't afford to take when you retire, it's outliving your savings. http://spr.ly/6000GsM4M</p>	<p>Since 2004, the proportion of people 65+ with financial debt has been increasing steadily.</p>	<p>If there's one risk you can't afford to take when you #retire, it's outliving your #savings. http://spr.ly/6000GsM4M</p>
Day 4	<p>Protect your nest egg. Life insurance can help! http://spr.ly/6007GsM4x</p>	<p>45% of U.S. adults are concerned that a major health event could lead to bankruptcy.</p>	<p>#Protect your nest egg. #Lifeinsurance can help! http://spr.ly/6007GsM4x</p>
Day 5	<p>Chronic diseases can force seniors to spend their savings and give up their independence too soon. http://spr.ly/6007Gs3Bc</p>	<p>6 in 10 Americans live with at least one chronic disease.</p>	<p>Chronic diseases can force #seniors to spend their #savings and give up their #independence too soon. http://spr.ly/6007Gs3Bc</p>
Day 6	<p>You're never too young for life insurance. http://spr.ly/6009Gs3JL</p>	<p>Millennials should save 40% of their income if they want to retire comfortably.</p>	<p>You're already a few #seconds older than when you started #reading this. http://spr.ly/6009Gs3JL</p>
Day 7	<p>Looking for a confidence builder? http://spr.ly/6009Gs3wR</p>	<p>41% of workers are not confident they will have enough for medical expenses during retirement.</p>	<p>Looking for a #confidencebuilder? http://spr.ly/6009Gs3wR</p>
Day 8	<p>Got dreams? Life insurance can help protect them! https://bit.ly/35VwIKw</p>	<p>\$215,920 Average total costs to attend a private four-year college.</p>	<p>Got #dreams? #Lifeinsurance can help #protect them! https://bit.ly/35VwIKw</p>

DATE	LINKED IN	FACEBOOK	TWITTER
Day 9	<p>A premature retirement is often hard to predict. Take a proactive approach while you're still working to soften the blow.</p> <p>http://spr.ly/6008GsM7O</p>	 <p>49% retire earlier than expected due to job loss, health issues, caring for an aging parent, or other issues.</p> <p><small>Source: Fidelity Investments Retirement Research: The 2017 Retirement Survey, August 2017</small></p>	<p>Retiring early can wreak havoc on a #retirementplan.</p> <p>http://spr.ly/6008GsM7O</p>
Day 10	<p>Will you have enough saved for retirement?</p> <p>http://spr.ly/6001GsMhs</p>	 <p>80% of working age individuals have retirement savings of less than one year of income.</p> <p><small>Source: Retirement Research: Retirement Savings: Retirement Savings for Working Americans, September 2016</small></p>	<p>Will you have enough #saved for #retirement?</p> <p>http://spr.ly/6001GsMhs</p>
Day 11	<p>American household debt continues to climb. Are you putting enough away for retirement?</p> <p>http://spr.ly/6000GsM4M</p>	 <p>\$67,400 Average debt for Americans aged 25-35</p> <p><small>Source: Pew Research Center: The Average American Has More Debt Than Ever, April 2016</small></p>	<p>American #householddebt continues to climb. Are you putting enough away for #retirement?</p> <p>http://spr.ly/6000GsM4M</p>
Day 12	<p>Taking the time to mourn is natural; anguishing over bills is not.</p> <p>http://spr.ly/6007Gs335</p>	 <p>\$202,284 Average mortgage debt in 2019</p> <p><small>Source: Experian: Mortgage Debt in the US, April 2019</small></p>	<p>Taking time to mourn is natural; anguishing over #bills is not.</p> <p>http://spr.ly/6007Gs335</p>
Day 13	<p>How do YOU want to live in retirement?</p> <p>http://spr.ly/6005Gs3kl</p>	 <p>A 60-year-old with an annual household income of \$150,000 should have over \$1.3 million in retirement savings to maintain their lifestyle in retirement.</p> <p><small>Source: Fidelity Investments Retirement Research: Retirement Savings, August 2017</small></p>	<p>You can't rely on jukebox heroes – have a plan. How do YOU want to live in #retirement?</p> <p>http://spr.ly/6005Gs3kl</p>
Day 14	<p>A failure to plan is planning to fail.</p> <p>http://spr.ly/6000Gs3RQ</p>	 <p>81% of Gen Xers are without a financial plan for retirement.</p> <p><small>Source: Fidelity Investments Retirement Research: Retirement Savings, August 2017</small></p>	<p>A failure to #plan is planning to fail.</p> <p>http://spr.ly/6000Gs3RQ</p>
Day 15	<p>Well that's NO fun. There are better ways to spend your retirement savings.</p> <p>http://spr.ly/6005GsM7h</p>	 <p>Older Americans have pulled an estimated \$22 billion from long-term savings to pay for their healthcare over the course of a year.</p> <p><small>Source: Brookings Institute: The U.S. Healthcare Cost Crisis, October 2016, April 2017</small></p>	<p>Your should be able to enjoy your #retirementsavings.</p> <p>http://spr.ly/6005GsM7h</p>

DATE	LINKED IN	FACEBOOK	TWITTER
Day 16	Will you have enough saved for retirement? http://spr.ly/6009GsMCS	 <p>To maintain their standard of living in retirement, the typical working American needs to replace roughly 85% of pre-retirement income.</p>	Will you have enough #saved for #retirement? http://spr.ly/6009GsMCS
Day 17	Falling short is not an option when it comes to retirement savings. http://spr.ly/6002GsMhE	 <p>77% of Americans fall short of their retirement savings target by age 67.</p>	Falling short is not an option when it comes to #retirementsavings. http://spr.ly/6002GsMhE
Day 18	Stop putting yourself last! Now is the time to start preparing. http://spr.ly/6009Gs3wR	 <p>41% of workers are not confident they will have enough for medical expenses during retirement.</p>	Stop putting yourself last! Now is the time to start #preparing. http://spr.ly/6009Gs3wR
Day 19	Now that's a good plan! Life insurance can help. http://spr.ly/6004Gs3KO	 <p>43% of Millennials plan to retire before age 65.</p>	Now that's a good #plan! #Lifeinsurance can help. http://spr.ly/6004Gs3KO
Day 20	There is more than one way save for retirement. http://spr.ly/6003Gs3KF	 <p>Graduates with student loans accumulate 59% less retirement wealth by age 30 than those without student loan debt.</p>	There is more than one way save for #retirement. http://spr.ly/6003Gs3KF
Day 21	Life insurance is cheaper than you think! http://spr.ly/6006Gs3M8	 <p>The average policy for non-smokers aged 25-35 with \$250,000 coverage is \$1 a day. The average price consumers are paying for a daily cup of coffee is \$2.99.</p>	#Lifeinsurance is cheaper than you think! http://spr.ly/6006Gs3M8
Day 22	70%? That's a lot! http://spr.ly/6003Gs3Md	 <p>70%+ of Millennials in one study overestimated the price of life insurance.</p>	70%? That's a lot! http://spr.ly/6003Gs3Md

DATE	LINKED IN	FACEBOOK	TWITTER
Day 23	The question isn't at what age you will retire, it's at what income. http://spr.ly/6007Gs3RD		The question isn't at what #age you will retire, it's at what #income. http://spr.ly/6007Gs3RD
Day 24	Retirement planning requires a plan. http://spr.ly/6003Gs3rl		#Retirement planning requires a #plan. http://spr.ly/6003Gs3rl
Day 25	You might want to have a plan B. http://spr.ly/6003Gs3ZS		Do you have a #plan B? http://spr.ly/6003Gs3ZS
Day 26	Don't outlive your retirement nest egg. Life insurance can help you protect it. http://spr.ly/6005Gs3ZP		Don't outlive your #retirement nest egg. #Lifeinsurance can help you protect it. http://spr.ly/6005Gs3ZP
Day 27	Life insurance can help give your confidence a boost. http://spr.ly/6006Gs3dA		Give your #confidence a boost- #lifeinsurance can help! http://spr.ly/6006Gs3dA
Day 28	You can never be too prepared for the unexpected. http://spr.ly/6003Gs3bT		#Prepare for the unexpected! http://spr.ly/6003Gs3bT
Day 29	Retirement is when you stop living at work and start working at living. Medical expenses don't have to get in the way. http://spr.ly/6000Gs3Vj		#Retirement is when you stop living at work and start working at living. #Medical expenses don't have to get in the way. http://spr.ly/6000Gs3Vj
Day 30	Life insurance is for those who live. http://spr.ly/6009Gs3Oz		#Lifeinsurance is for those who live. http://spr.ly/6009Gs3Oz

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