



## ReputationGuard®

In today's business environment, a strong, positive reputation is vital to maintaining stakeholder trust and confidence and directly impacts a company's bottom line. ReputationGuard® is designed to protect a company's reputation and brand value by providing an innovative insurance solution to assist policyholders with managing reputation threats. The combination of AIG's global presence, access to world-class communications experts, and broad coverage to mitigate the impact of negative publicity helps policyholders protect their most valuable asset: their reputation.

### Threat Mitigation and Event Response

Whether the release of potentially damaging information is anticipated or adverse publicity has already transpired, ReputationGuard provides coverage for crisis communication costs to manage the incident.

#### Proactive Protection

- Access our panel at the first identification of a threat
- Coverage is triggered when a policyholder hires any of our expert communications firms<sup>1</sup>
- Expert advice to develop a strategy and manage the disclosure of potentially damaging information before it becomes public
- Executive guidance including media training and crisis simulations

#### Reactive Response

As recommended by panel experts:

- Cost of communications to respond to negative publicity including television, print, and online advertising
- Social media campaign to redirect or counter viral media attention
- Costs associated with monitoring brand image and public perception of the company at risk

#### Income Loss Protection

Coverage can be extended to include income loss resulting from an attack on an insured's reputation, providing a full spectrum of coverage and support. Limits of \$1-5 million may be available.

# ReputationGuard®

## World Class Communications Experts

Policyholders have access to our panel of world-renowned public relations experts and their affiliates. We have carefully selected these firms to provide policyholders with unparalleled experience and expertise in managing issues and crises – from preemptive communications to programs that help restore corporate reputation after an incident. Services from these firms may include:

- Two-hour free crisis preparedness and planning assessment
- Reputation management plans and world class crisis response manuals
- Around-the-clock rapid response teams
- Crisis response training and simulations
- Media coaching
- Social media management/online monitoring
- Third party ally development
- Online reputation management

- Post-crisis reputation recovery
- Global access to proprietary research data
- Access to analytic tools to track critical developments for the issues that matter most
- Counsel from top crisis communications and issues management personnel
- Discounted pricing for additional services and public relations offerings

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### To learn more about ReputationGuard:

**Email**  
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**Visit:**  
[www.aig.com/business/insurance/professional-liability](http://www.aig.com/business/insurance/professional-liability)

**Contact:**  
Your insurance broker



<sup>1</sup> A self-insured retention will apply.

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