



NOTICE OF 2009 DIVIDEND AND INCREASE IN STOCK BUY-BACK PRICE

DATE: January 13, 2009

TO: Shareholders of American Savings Life Insurance Company

CASH DIVIDEND: At the January 2009 Board of Directors meeting, the directors declared the first 2009 semi-annual stock dividend of 12 cents per share. This dividend will be payable on **April 14, 2009** to shareholders owning their shares at the end of March 2009. The Board anticipates our second semi-annual dividend will be determined this summer, for payment in October.

INCREASED STOCK BUY-BACK PRICE: The Board of Directors also approved increasing the Company's stock buy-back price for up to two hundred fifty thousand shares of Company stock at a price equal to **ninety percent (90%)** of the most recent stock equity value (GAAP based equity value, adjusted for declared but unpaid dividends). At December 31, 2008, said equity value was \$3.38 per share, therefore the Company purchase price during January, 2009 is **\$3.04 per share**. Each month the stock buy-back price is recalculated based on the most recent month-end shareholder equity value.

This increase in the Company's stock buy-back price is not intended to encourage shareholders to sell their shares. Indeed, management believes the future value of your shares will continue to increase and provide attractive cash dividends. It is simply the desire of the directors to provide liquidity to those shareholders who desire (or in most cases need) to sell their shares.

Although the Company has no intention of cancelling this stock buy-back offer at any future date, it may be revoked or modified by the board of directors at any time. If it is your desire to liquidate your Company stock, we encourage you to visit the Company web site to verify whether this offer is still in effect and what the buy-back price is at that time, as it is updated regularly. Go to www.AmericanSavingsLife.com and click on "Stockholder Services." Or you can call us to request an updated Tender Agreement that reflects the then current stock buy-back price.

We invite you to call us at 480-835-5000, or toll free at 1-800-880-2112 with any questions you may have. We appreciate having you as an owner of this great company.

Sincerely,

Byron F. Allen, President

FORWARD LOOKING STATEMENTS: All statements other than statements of historical facts that address activities that the Company expects or anticipates will or may occur in the future are forward-looking statements. Forward-looking statements involve risk and uncertainties, which may cause actual results to differ materially from those in such statements. Any number of reasons may cause management to change its strategy or may cause these expectations to not be realized. Therefore, you should not place undue reliance on these forward-looking statements.