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26 April 2011

Dear General Accident Preference Shareholder,

Documents available on the Aviva website to view and download

I am writing to let you know that General Accident plc's Annual Report and Financial Statements for the year ended 31 December 2010 is now available to download from the Aviva website. You can access this document directly from **www.aviva.com/gareports**. Please note that you will need to have Adobe Acrobat Reader software installed on your computer or any other web enabled device to view documents on the Aviva website.

If you would prefer to receive future notifications by email you can register at **www.shareview.co.uk**. By registering for electronic services you will also be able to:

- Access details of your individual General Accident shareholding quickly and securely online;
- Change your address online;
- Receive notifications of important shareholder communications by email; and
- Arrange for any dividend payments to be made directly to your bank account or building society account.

Alternatively, if you wish to change your election and you would like to receive hard copy documentation, you can do so at any time by notifying the Company's Registrar, Equiniti, at Aspect House, Spencer Road, Lancing, West Sussex, BN99 6DA, UK or by calling the shareholder helpline on 0871 384 2953*. You will need to state your name and Shareholder Reference Number, which can be obtained from your most recent dividend tax voucher.

Please note that Computershare Investor Services PLC will be replacing Equiniti as the Company's Registrar later this year. Further details including full contact details, will be made available on **www.aviva.com/preferenceshareholders** nearer the time and incorporated into all future shareholder communications following the transition. Prior to this transition, all queries relating to your Aviva shares should continue to be directed to Equiniti.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Kirstine Cooper', is written over a thin horizontal line.

Kirstine Cooper
Company Secretary
General Accident plc

*Calls to this number are charged at 8p per minute from a BT landline. Charges from other telephone providers may vary. Lines are open from 8.30am to 5.30pm, Monday to Friday UK time. If you are calling from outside the UK please dial +44 (0) 121 415 7046.