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26 April 2011

Dear General Accident Preference Shareholder,

General Accident plc Annual Report and Financial Statements 2010

Please find enclosed a copy of General Accident plc's Annual Report and Financial Statements for the year ended 31 December 2010.

This document is also available to download 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.

It is our policy to use the Aviva website to communicate with shareholders wherever possible. By doing so, we reduce both the environmental and financial costs of these communications. Enclosed you will find a form asking you to confirm how you wish to receive future shareholder communications.

If we do not receive your form by Thursday, 26 May 2011 you will be deemed to have consented to receive such future communications via the Aviva website. You will be sent a letter informing you each time shareholder documentation is available to view or download from the Aviva website. If you would prefer to receive such notifications by email rather than by letter, you can do so by registering your email address at **www.shareview.co.uk**.

You can change your election at any time by contacting the Company's Registrar, Equiniti, at Aspect House, Spencer Road, Lancing, West Sussex, BN99 6DA, UK or by calling the shareholder helpline number 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

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.