

What Alarms Americans Most About Having a Long Term Care Illness?

*55% say becoming a family burden is their biggest concern
Interactive survey allows users to compare their views to others*

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Richmond, Va. (April 12, 2010)- When asked to identify their greatest fear regarding having a long term care illness, Americans are over five times more worried about becoming a burden on their families than the possibility of dying, according to a survey released today by Age Wave/Harris Interactive, **America Talks: Protecting Our Families' Financial Futures**, sponsored by Genworth Financial companies (Genworth). Ironically, the survey also found that relatively few have even discussed with their families the kind of long term care they would wish to receive, if it were needed. The research sought to bring greater insight into why Americans avoid planning for the costs associated with living longer lives, and identified some important psychological barriers preventing them from talking about preparing for an unforeseen long term care event.

Over half (55%) said being a burden on their family would be their greatest worry in the event they could no longer care for themselves. Surprisingly, death was of the least concern, with only 10% of respondents citing this as a worry. Other fears included ending up in a nursing home (24%), and depleting savings (12%).

The findings were presented at Genworth's "Let's Talk" Forum on long term care and retirement, which was led by Age Wave's Ken Dychtwald Ph.D., psychologist, gerontologist, best-selling author and a leading expert on aging, health, and retirement. The goal of the forum was to gain greater insight from real consumers about the trends identified in the survey. As a leading long term care insurance provider, Genworth has partnered with Age Wave to gain a greater understanding of consumers' attitudes and perceptions about planning for their own retirement and future healthcare needs. The forum was a continuation of Genworth's "Let's Talk" campaign launched in 2009, which provides families with ideas for initiating sensitive conversations about potential long term care plans with loved ones.

Tools and Resources

Genworth is also introducing a user-friendly version of its online survey for consumers interested in getting a snapshot of how their own views about retirement compares to others, available at:

<http://americatalks.questionpro.com/>

An interactive press release containing downloadable content, including video from the forum the full survey report is available

at: <http://multivu.prnewswire.com/mnr/genworthfinancial/43150/>

About the Survey

The survey was conducted online by Harris Interactive among 2,939 U.S. consumers between January 12 -15, 2010. The sample is representative of the entire U.S. population of consumers.

About Genworth Financial

Genworth Financial, Inc. (NYSE: GNW) is a leading Fortune 500 global financial security company. Genworth employs approximately 6,000 people with a presence in more than 25 countries. Its products and services help meet the investment, protection, retirement and lifestyle needs of more than 15 million customers. Genworth operates through three segments: Retirement & Protection, US Mortgage Insurance and International. Its products and services are offered through financial intermediaries, advisors, independent distributors and sales specialists. Genworth Financial, which traces its roots back to 1871, became a public company in 2004 and is headquartered in Richmond, Virginia. For more information, visit Genworth.com. From time to time Genworth releases important information via postings on its corporate website. Accordingly, investors and other interested parties are encouraged to enroll to receive automatic email alerts and Really Simple Syndication (RSS) feeds regarding new postings. Enrollment information is found under the "Investors" section of www.Genworth.com.

About Age Wave

Age Wave is the world's leader in market analysis and innovative insights concerning the boomer and mature adult sectors. Drawing on over thirty years of experience, Age Wave has developed a unique understanding of the population's expectations, attitudes, hopes and fears regarding retirement and maturity-related lifestyle and workstyle issues. Under the leadership of Ken Dychtwald, PhD., Age Wave has overseen hundreds of cutting edge research, training, and consulting assignments worldwide across a variety of industry sectors. Ken Dychtwald is widely viewed as the nation's most visionary gerontologist/psychologist and is the author of sixteen books including his latest, *A New Purpose: Redefining Money, Family, Work, Retirement and Success*. For more information, please visit www.agewave.com.

About Harris Interactive

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American, European, and Asian offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us - and our clients - stay ahead of what's next. For more information, please visit www.harrisinteractive.com.