

GENWORTH FINANCIAL APPOINTS SENIOR MARKETER JAVIER DIEZ-AGUIRRE TO GLOBAL BRAND MARKETING TEAM

London, 5 February 2007: Genworth Financial today announced that it has strengthened its global brand marketing team with the appointment of Javier Diez-Aguirre as International Brand Manager.

Diez-Aguirre will be based in London, reporting to Senior Vice President of Brand Marketing, Laurence “Buzz” Richmond. He will work with leading global agencies to deliver a pan-European branding strategy and will also be responsible for launching the Genworth brand in new markets outside the US.

Genworth Financial was created in 2004 following the biggest IPO of that year in the United States. After a successful brand launch in the US, where highlights included sponsorship of Season 2 of The Apprentice and broadcast advertisements featuring tennis superstars Andre Agassi and Steffi Graf, Genworth is finalizing plans for a high profile launch in selected European markets.

“This is a new role for Genworth, coming ahead of a major investment in our brand across Europe during 2007 and beyond,” said Buzz Richmond. “I’m delighted that Javier has taken it on. His extensive global branding experience, limitless energy, and wealth of new ideas will add huge value to Genworth’s brand strategy.

Diez-Aguirre brings more than 10 years’ commercial experience, most recently as Global Head of Corporate Marketing and Operations for Omgeo (the joint venture between Thomson Financial and DTCC). Prior to this, Diez-Aguirre was EMEA Marketing Manager at Phoenix Television and Research Officer at C&C Food

Research. He has particular expertise in launching US brands in European markets. Diez-Aguirre has studied, worked and lived in Sweden, Germany, Spain, and the UK.

NOTES FOR EDITORS

About Genworth Financial

Genworth is a leading insurance holding company, serving the lifestyle protection, retirement income, investment and mortgage insurance needs of more than 15 million customers throughout 24 countries. For more information, visit www.genworth.com.

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