



## Loews Corporation Takes “Whimsical” Approach to Communicating its Value Investing Principles

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*Message Aimed at Appealing to a Broader Segment of the Investment Community*

NEW YORK--(BUSINESS WIRE)--Apr. 11, 2013-- Loews Corporation (NYSE:L) announced today the launch of *The Adventures of Lotta Value, Investment Hunter!*, a unique and engaging way to communicate its core principles of value investing and conservative financial management.

These principles have been used to guide the company for more than 50 years and are the foundation for the attractive long-term returns the company has generated for shareholders. The animated story follows the lead character, an investment hunter named Lotta Value, on her quest to learn about Loews's strategy, financial performance and subsidiaries.

The presentation of the Loews value story in a graphic format may come as a surprise to some. The corporation chose this approach to convey its message because of the difficulty for conglomerates like Loews in today's crowded media world to effectively communicate their story. The corporation noted that while it has experimented with the delivery of its message, Loews is not tinkering with the value investing principles underlying its success.

Investors interested in learning more about Loews can find Lotta Value's story on the corporation's new website at <http://www.loews.com/our-story/value-investing>.

### **About Loews Corporation**

*Loews Corporation is one of the largest diversified companies in the U.S. Its principal subsidiaries are CNA Financial Corporation (NYSE:CNA), a 90% owned subsidiary; Diamond Offshore Drilling, Inc. (NYSE:DO), a 50.4% owned subsidiary; Boardwalk Pipeline Partners, LP (NYSE:BWP), a 55% owned subsidiary; HighMount Exploration & Production LLC, a wholly owned subsidiary and Loews Hotels, a wholly owned subsidiary. For more information please visit [www.loews.com](http://www.loews.com)*

Source: Loews Corporation

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