

April 1, 2011



Primerica Celebrates its First Year Anniversary as a Public Company

"Freedom Lives Here" as Symbol PRI Opened Trading on the New York Stock Exchange, April 1, 2010

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI), the largest independent financial services marketing company in North America, today celebrates its first anniversary as a publicly traded company. One year ago, company executives and representatives marked this milestone by ringing the bell on the New York Stock Exchange. And while Primerica is today but one year old as a public entity, the company, founded in 1977, has a proud 34-year heritage. Throughout the years, the company has a continuous track record of delivering for main street middle-income families.

Primerica Celebrates One Year Anniversary NYSE IPO (Photo: Business Wire)

John Addison, Chairman of Primerica Distribution and Co-Chief Executive Officer said, "I started working at Primerica in 1982, after answering a want ad in the Atlanta Journal and Constitution. At that time, we were a new company with the courage to challenge the insurance industry giants with our 'Buy term and invest the difference' philosophy. Since our founding, we have grown and become an industry leader in insurance and financial services. Without a doubt, our IPO on April 1, 2010 will forever be the most exciting - and gratifying - day in my career. For our 2,000 employees and 95,000 representatives, it signaled not the end of a process, but the dawn of a new era for Primerica."

"I will never forget the excitement on the floor of the NYSE as we opened our first day of trading," said Rick Williams, Chairman of the Board and Co-Chief Executive Officer, who, like Mr. Addison, also started working for Primerica in the 1980s. "It was the culmination of several years of stops and starts as we worked to structure an IPO and business model to give us the opportunity to leverage the organization's years of experience, expertise and innovation into a more nimble business with a streamlined balance sheet and a long-term focus on growth."

Primerica is proud to expand its commitment and unique market position as a "Main Street company delivering financial products to Main Street families" across North America:

- The largest financial services marketing organization in North America with 95,000 licensed representatives
- #1 rank in term life insurance premium(2009)
- \$656.8 billion in life insurance protection in force - among the industry leaders
- \$74.4 billion in face amount life insurance issued in 2010
- Paid an average of more than \$2.6 million in life benefit claims each day in 2010
- \$34.9 billion in client account values in investments and savings
- Opened 3.5 million client IRAs since 2000

Primerica, headquartered in Duluth, GA, is a leading distributor of financial products to middle income households in North America with approximately 95,000 licensed representatives. The company and its representatives offer clients term life insurance, mutual funds, variable annuities and other financial products. Primerica insures 4.3 million lives and more than 2 million clients maintain investment accounts with the company. Primerica's mission is to serve middle income families by helping them make informed financial decisions and providing them with the strategies and means to gain financial independence.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6668434&lang=en>

Source: Primerica, Inc.