

February 4, 2015



Primerica Wins Twelfth Consecutive DALBAR Mutual Fund Service Award

DULUTH, Ga.--(BUSINESS WIRE)-- Recently, DALBAR awarded [Primerica](#) the 2014 DALBAR Service Award for exemplary customer service to its mutual funds clients for the twelfth year in a row. For over two decades, DALBAR has conducted rigorous testing of service delivery and each year identifies those mutual fund firms that were found to be above their peers in service to clients after a full year of comprehensive evaluation.

“Having won the DALBAR Service Award for a dozen consecutive years, Primerica understands that when all things are equal, service is a powerful differentiator and creates loyal customers as well as strong advocates,” said Kathleen Whalen, Managing Director at DALBAR.

Gregory Pitts, Primerica’s Chief Operating Officer said, “Customer service has been a top priority of Primerica for years. Primerica reviews and updates servicing processes in order to deliver an excellent client experience. As part of our strategy to grow Primerica’s Investment and Saving Products (ISP) business, we continue to add new products and look for ways to improve our customer service platform. We are very proud to receive DALBAR’s 2014 Mutual Fund Service Award recognizing our commitment to superior customer service during a year in which we achieved a record \$5.7 billion in mutual fund sales, which represents a 9% increase year-over-year.”

About DALBAR, Inc.

DALBAR, Inc. is the financial community’s leading independent expert for evaluating, auditing and rating business practices, customer performance, product quality and service. Launched in 1976, DALBAR has earned the recognition for consistent and unbiased evaluations of insurance companies, investment companies, registered investment advisers, broker/dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as marks of excellence in the financial community.

About Primerica, Inc.

Primerica, Inc., headquartered in Duluth, GA, is a leading distributor of financial products to middle income households in North America. Primerica representatives educate their Main Street clients about how to better prepare for a more secure financial future by assessing their needs and providing appropriate solutions through term life insurance, which we underwrite, and mutual funds, annuities and other financial products, which we distribute primarily on behalf of third parties. In addition, Primerica provides an entrepreneurial full or part-time business opportunity for individuals seeking to earn income by distributing the company’s financial products. Primerica insured more than 4 million lives and have over 2 million client investment accounts at December 31, 2014. Primerica stock is included in the S&P MidCap 400 and the Russell 2000 stock indices and is traded on The New York Stock

Exchange under the symbol "PRI".

Primerica, Inc.

Investor:

Kathryn Kieser, 866-694-0420

investorrelations@primerica.com

or

Media:

Keith Hancock, 866-694-0420

mediarelations@primerica.com

Source: Primerica, Inc.