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Primerica Wins Fourteenth Consecutive DALBAR Mutual Fund Service Award

DULUTH, Ga.--(BUSINESS WIRE)-- Recently, DALBAR awarded [Primerica](#) (NYSE:PRI) the 2016 DALBAR Mutual Fund Service Award for exemplary customer service to its mutual funds clients for the fourteenth year in a row. For nearly three 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.

“Primerica places real value on the customer experience and has made outstanding service a core part of their brand,” said Brendan Yeager, Director at DALBAR. “This achievement underscores Primerica's commitment to consistently delivering a superior standard of care.”

Gregory Pitts, Primerica's Chief Operating Officer said, “Customer service always has been a top priority at Primerica. We continue to enhance servicing processes to deliver an excellent client experience. As part of our strategy to grow Primerica's Investment and Saving Products business, we continue to add new products and look for ways to improve customer service through technology enhancements, such as the upcoming launch of our enhanced managed accounts platform. This new platform will help us meet the evolving needs of the millions of Main Street clients that we're privileged to serve every day. We are very proud to receive DALBAR's 2016 Mutual Fund Service Award recognizing our ongoing commitment to superior customer service during a year in which we achieved a record of more than \$51 billion in client assets under management as of December 31, 2016.”

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. We insured approximately 5 million lives and have over 2

million client investment accounts at December 31, 2016. 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".

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