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Primerica Hosts Champion Challenge at Orlando's Universal Studios

2,000 Primerica Contest Winners Earn a Luxury Sales Incentive Trip

One of a Kind Event Culminates with Gala "Primerica Night" at Universal Studios Islands of Adventure as the Park will be Open Only for Primerica Contest Winners

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, the largest independent financial services marketing company in North America, with more than 90,000 licensed representatives, announced today that Co-CEO John Addison and President Glenn Williams will host an incredibly unique sales incentive trip, to be held in two phases in Orlando. Accommodations will be provided at the Hilton Orlando Bonnet Creek and Waldorf Astoria Bonnet Creek resorts. The first phase runs from February 2-5, the second phase runs from February 5-8th. The meetings will feature motivational and inspiring speeches by our Home Office and Field Leaders, as well as incredible awards and recognition for these contest winners. Additionally, there will be training sessions on company products, new marketing initiatives and other seminars on how to grow their businesses. Each phase culminates with an incredible "Primerica-Only Night" at the Universal Islands of Adventure.

John Addison, Chairman of Primerica Distribution and Co-CEO of Primerica said, "These incredible Primerica representatives competed in a variety of sales categories for 7 months to earn this honor. They did so by digging in their heels and doing what's right by helping Main Street families in their communities. Primerica has always focused upon and will not waver from our stated mission 'To help families become properly protected, debt free and financially independent'. Their hard work and commitment to excellence have brought them to this incredible resort. We named it the Champions Challenge, because everyone who earned this trip are indeed, Champions!" Our company has always believed a key incentive for our representatives to compete and help more families, is to offer as a reward, the most incredible trips in some of the finest resorts in North America."

Glenn Williams, President of Primerica, said, "The Champions Challenge will reward the hard work and dedication of a total of 2,000 contest winners, along with their partners for a total of more than 4,000 attendees. It gives our representatives the chance to show their teams what they are made of and showcase that they are on the way to realizing their dreams!"

About Primerica, Inc.

Primerica, Inc., headquartered in Duluth, GA, is a leading distributor of financial products to middle-income families 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 protection, investment and savings, and other financial products. In addition, Primerica provides an entrepreneurial full or part-time business opportunity for individuals seeking to earn income

by distributing its financial products. Primerica insures more than 4.3 million lives and approximately 2 million clients maintain investment accounts with the company. Primerica is a member of the Russell 2000 stock index and is traded on The New York Stock Exchange under the symbol "PRI".

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