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Primerica, Inc. Incoming CEO Glenn Williams to Host Leadership Meeting in Canada

Williams Spent 15 Years at Primerica Canada, including 5 Years as CEO

TORONTO--(BUSINESS WIRE)-- Primerica, Inc. (NYSE: PRI), the leading distributor of financial products to middle income families in North America, announced today that Glenn Williams, who will be advancing to the role of Chief Executive Officer, will address 500 of the company's top Canadian sales representatives in a leadership meeting on Friday, January 9, 2015 in Mississauga. During the meeting, Williams will be joined by current co-CEO John Addison, Peter Schneider, who will be advancing to President, and other Primerica home office leaders. Exciting new sales force initiatives will be highlighted in this session.

Williams will also meet with an estimated 5,000 Primerica representatives on Saturday, January 10, 2015 in Toronto as he kicks off a six Province 'Accelerate Success' tour. In addition to showcasing the new sales initiatives, these meetings will also highlight 2014 successes of Primerica Canada, including record-breaking client asset values of approximately \$10 billion, and life insurance face amount in force of approximately \$98 billion at year's end. Primerica also paid approximately \$107 million in compensation to its Canadian sales representatives, which represents a 10% increase, year-over-year.

Primerica Canada has been in operation for more than 28 years. As of September 2014, the company held the top spot as the country's largest life insurance marketing organization and also has Canada's largest independent mutual fund sales force. Primerica Canada insures more than 400,000 lives across the Provinces and Territories.

Glenn Williams said, "2014 was an historic year for our company. We rolled out new products and incentives to our sales force, and ended the year riding a strong wave of momentum. In 2015, we are working to capitalize on this momentum by launching initiatives to accelerate growth. The sales force is the most important factor to our success, and I am proud of the leadership provided by our Canadian representatives and their record-breaking performance. I'm especially pleased to return 'home' to the Toronto area for our 2015 Leadership Meetings, where we'll celebrate our 2014 achievements and kickoff 2015 with great new initiatives that we expect to accelerate our growth."

Earlier this week, Primerica announced that its Board of Directors had promoted Williams to Chief Executive Officer and also elected him to the Board, effective April 1, 2015. In announcing the promotion, current co-CEO Rick Williams (of no relation to Glenn Williams) said, "Glenn has served as our 'right hand man' for the past 10 years and we are confident that he is the ideal leader to take the helm of our company and continue our growth trajectory. He possesses tremendous depth of understanding of our sales force, has valuable experience running our Canadian operations and leading Primerica's overall

management team, and he has been at the forefront of our most successful initiatives.”

Glenn Williams, age 55, began his career with Primerica in 1981 as a member of the company’s sales force. He joined the Home Office team in 1983. In 1985, Williams moved to Canada as part of Primerica’s international expansion team, where he spent 15 years in roles of increasing responsibility. He led Primerica’s Canadian subsidiary as President and Chief Executive Officer from 1996 to 2000, and he holds dual U.S. and Canadian citizenship. In 2000, he returned to Primerica’s Duluth, Georgia-based headquarters as Executive Vice President of Field and Product Marketing for international operations. In 2005, Primerica elevated Williams to President of the Company.

“I am honoured to be selected by the Board to serve as the next CEO, and I’m excited to lead our strong and experienced team of sales force leaders and corporate executives,” said Glenn Williams. “Early in my Primerica career, I was privileged to move to Canada to assist in starting up our operations here. Thanks to our successful business model that focuses on delivering financial products to the middle-income market, coupled with the tireless work of thousands of Primerica representatives and our dedicated Head Office staff, we have grown from a small start-up company to become a true industry leader in the Canadian financial services industry. I’m committed to leading our clients, representatives and associates to achieve the success they deserve, and I look forward to all that we’ll accomplish together.”

About Primerica, Inc.

Primerica, Inc., headquartered in Duluth, GA, is a leading distributor of financial products to middle income households in North America. In Canada, Primerica is headquartered in Mississauga, Ontario, where it has some 200 full-time employees. 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 and segregated funds through Primerica Life Insurance Company of Canada, mutual funds through PFSI Investments Canada Ltd., as well as debt consolidation loans, disability insurance 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 had 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”.

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