

August 28, 2012



## Primerica, Inc. Executives to Present at KBW, Inc. 2012 Insurance Conference

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI) today announced that John Addison, Co-Chief Executive Officer, and Alison Rand, Chief Financial Officer, will discuss the Company and recent developments at the Keefe, Bruyette and Woods 2012 Insurance Conference on Thursday, September 6, 2012 at 10:20 AM (EDT) in New York, NY.

The Primerica presentation will be available live on Primerica's Investor Relations website at <http://investors.primerica.com>. Supporting presentation materials will also be available on the web site during the webcast.

### About Primerica

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, 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 insure more than 4.3 million lives and approximately 2 million clients maintain investment accounts with us. Primerica is a member of the Russell 2000 stock index and is traded on The New York Stock Exchange under the symbol "PRI".

Primerica, Inc.

#### **Investor Contact:**

Kathryn Kieser, 770-564-7757

[investorrelations@primerica.com](mailto:investorrelations@primerica.com)

or

#### **Media Contact:**

Mark Supic, 770-564-6329

[mark.supic@primerica.com](mailto:mark.supic@primerica.com)

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