

Primerica Canada's Licensed Representatives Now 10,000 Strong

Largest Life Insurance Sales Force in Canada

MISSISSAUGA, Ontario--(BUSINESS WIRE)-- Primerica Inc. (NYSE:PRI) announced that its Canadian life insurance sales force recently topped the 10,000 mark, making Primerica Life Insurance Company of Canada the only life insurance company to ever achieve this level. In addition, Primerica Canada boasts the largest mutual fund licensed sales force, with more than 5,000 representatives licensed through its mutual fund dealer PFSL Investments Canada Ltd.

Glenn Williams, President of Primerica said, "In 1986, I was privileged to move to Canada to assist in starting up our operations there. 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."

Primerica Canada Facts:

- Has operated in Canada for 27 years
- # 1 Life Insurance Marketing Organization
- # 1 Independent Mutual Fund Sales Force
- \$95 billion of life insurance face amount in force
- Insures more than 400,000 lives
- \$8.2 billion in securities assets under management
- 487,000 client investment accounts
- Members of Advocis and IFIC
- PFSL Investments Canada Ltd. has been named the number one mutual fund dealer for 12 years in a row in a survey by Investment Executive

John Adams, CEO of Primerica Canada said, "While we are excited to achieve the milestone of 10,000 representatives in Canada, the most important thing is that by expanding our sales force, we can serve even more middle-income families across the country. This underserved market needs help with their personal finances; too many have insufficient life insurance protection, little or no savings, not enough income and too much consumer debt."

Jeff Dumanski, President and Chief Marketing Officer added, "At Primerica, our stated mission is 'To help families earn more income and become properly protected, debt free and

financially independent'. We do this one-on-one with our clients and take an educational approach to help them improve their financial futures."

Primerica, Inc., headquartered in Duluth, Georgia, is a leading distributor of financial products to middle-income families 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 PFSL 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. We insure more than 4.3 million lives and approximately 2 million clients maintain investment accounts with us in North America. Primerica's 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".

www.primericacanada.ca

Primerica Inc.
Mark Supic, 770-564-6328
mark.supic@primerica.com

Source: Primerica Inc.