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Primerica to Host Over 5,000 Representatives in Large Corporate Event in Toronto Marks the 2012 “Kickoff” of its 26th Year in Canada

TORONTO--(BUSINESS WIRE)-- Primerica, the largest independent financial services marketing company in Canada with more than 9,500 licensed representatives, announced that on Saturday, January 7, 2012, it will host some 5,000 of its current and prospective independent representatives at the Metro Toronto Convention Center. The event will be among the largest corporate meetings of the year in Toronto. This meeting will be the first of 6 events across Canada, kicking off 2012 with important business announcements and motivational speakers from within the company. In total, it is anticipated that more than 10,000 representatives and new recruits will attend these meetings which will span 6 cities and provinces. In addition to Toronto, the other Kickoff meetings will be held in Vancouver, Edmonton, Montreal, Halifax and Winnipeg, respectively.

Glenn Williams, President of Primerica, Inc., which includes all North American operations, said, “The Company’s 1986 expansion to help families in Canada get on track toward financial independence has been enormously successful. Today, Primerica Life of Canada has over \$90 billion of life insurance protection in force, ranking us as the seventh largest life insurance company of in force business in Canada. We also feature the largest mutual fund licensed sales force in the country with 5,300 reps. As a result, we administer more than \$7.5 billion of client investments, and more than 380,000 clients maintain investment accounts through PFSL, our Canadian Broker/Dealer.”

“Primerica is proud to stand resolute in our conviction that Main Street families, today, more than ever, need our help with their family finances. Twenty-five years ago, we brought our crusade to help Main Street families to get the life insurance coverage they need and teach them how to save and invest for their futures. One of the main goals of our Kickoff Meetings is to help even more families by building distribution in Canada by providing a great entrepreneurial business opportunity as a Primerica representative,” said John A. Addison, Jr., Chairman of Primerica Distribution and Co-CEO of Primerica.

About Primerica Canada

Primerica, headquartered in Mississauga, Ontario where it has some 200 employees, is the largest life insurance and mutual fund distribution force in Canada with approximately 9,500 and 5,300 licensed representatives, respectfully. The company and its representatives offer clients term life insurance, mutual funds, variable annuities, segregated funds and other financial products. Primerica’s mission is to serve Main Street families by helping them make informed financial decisions and providing them with the strategies and means to gain financial independence. Additional information about the company can be accessed through

www.primericacanada.ca

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".

Primerica

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