

February 13, 2012



Primerica, Inc. Executives to Present at Raymond James 33rd Annual Institutional Investors Conference

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI) today announced that Rick Williams, Chairman of the Board and Co-Chief Executive Officer, and John Addison, Chairman of Primerica Distribution and Co-Chief Executive Officer, will discuss the Company at the Raymond James 33rd Annual Institutional Investors Conference on Tuesday, March 6, 2012 at 2:15 p.m. (EDT) in Orlando, FL.

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, 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, 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.

Press:

Mark Supic, 770-564-6329

or

Investors:

Kathryn Kieser, 770-564-7757

Source: Primerica, Inc.