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Primerica Selects Indianapolis as Site for 2017 Convention

Celebrating 40 years of creating financially independent families

DULUTH, Ga.--(BUSINESS WIRE)-- In 2017, representatives from North America's largest financial services sales force, numbering 110,950 life-insurance licensed representatives as of May 31, 2016, will gather for an event in one of America's top convention destinations. Primerica, Inc. (NYSE:PRI) today announced it has selected Indianapolis, Indiana as the site for its 2017 Convention, an event with a goal of attracting over 50,000 attendees to the Indianapolis Convention Center and Lucas Oil Stadium, June 14-17, 2017.

Glenn Williams, Primerica CEO, said, "We are excited that we will be in Indianapolis for our 2017 Convention, which will be a celebration of our success and recognition of the 40th anniversary of Primerica's founding. The city has everything that we look for in a meeting venue: a beautiful, accessible downtown with a wide assortment of hotels and restaurants; a central location with an exceptional airport; and world class meeting facilities. We're confident that Indianapolis will help us deliver an unforgettable four days for everyone in attendance."

Leonard Hoops, president and CEO of Visit Indy, said, "Indianapolis, named the #1 convention city in the U.S. by readers of *USA Today*, is delighted to host Primerica's 2017 Convention, an event that will generate more than \$34 million in economic impact for Central Indiana. We look forward to delivering an exceptional experience for attendees, one that is on par with Primerica's own superior customer experience."

Williams noted that Primerica's Convention provides an opportunity to celebrate the sales force's accomplishments and set the course for the future. "The event will bring together tens of thousands of our teammates in the Lucas Oil Stadium where they will learn from dynamic leaders as well as attend workshops and seminars to enhance their skills," he said. "Attendees will be energized and leave the event focused on providing outstanding service to the millions of Main Street families that we're privileged to serve every day. Our 2017 Convention should provide an added boost to our business as we work to maximize the many opportunities that lie ahead for Primerica, our clients, and our field leaders."

About Primerica, Inc.

Primerica, Inc., headquartered in Duluth, GA, is a leading distributor of financial products to middle income households 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 insured approximately 5 million lives and have over 2 million client investment accounts at December 31, 2015. 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".

About Visit Indy

The mission of Visit Indy is to increase Indianapolis economic growth by strategically selling the destination to conventions, meetings, events, and leisure travelers. According to Rockport Analytics, 27.4 million visitors provide \$4.5 billion in total economic impact annually and generate 75,000 full-time equivalent jobs in Central Indiana. For more information, www.visitindy.com.

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Primerica

Keith Hancock, 866-694-0420

keith.hancock@primerica.com

or

Visit Indy

Lisa Wallace, 317-262-8260

lwallace@visitindy.com

Source: Primerica, Inc.