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Primerica, Inc. Announces Grand Opening of its New Global Headquarters in Gwinnett

Leading distributor of financial products celebrates “opening day” for its state-of-the-art 365,000-square-foot headquarters

ATLANTA--(BUSINESS WIRE)-- John Addison and Rick Williams, Co-CEOs of [Primerica, Inc.](#) (NYSE: PRI), the largest independent financial services marketing company in North America, will be joined by Governor Nathan Deal, [Gwinnett Chamber Economic Development](#), prominent community leaders, hundreds of employees, and top Primerica representatives to celebrate the opening of its global headquarters in Duluth, Gwinnett County. Located at #1 Primerica Parkway, the 365,000-square-foot facility is equipped to house 1,600 of the company’s 1,700 Gwinnett-based employees and has the capacity for an additional 200 people.

Primerica's New International HQ, in Duluth, GA (Photo: Business Wire)

“Primerica is one of Georgia’s outstanding corporate citizens

and its continued commitment to the state is deeply gratifying,” said Governor Nathan Deal. “The company’s growth over the past 36 years is a testament to their success in educating Main Street families across North America about a brighter financial future, and its decision to establish its global headquarters here in Georgia speaks volumes about our pro-business environment.”

John Addison, Chairman of Primerica Distribution and Co-Chief Executive Officer said, “Today’s Ribbon Cutting Ceremony is an historic moment in Primerica’s 36-year history and marks a new era for our 1,600 employees and more than 90,000 representatives. I’ve been with Primerica for more than 30 years and can’t express the pride I feel as I drive down our street – #1 Primerica Parkway – it daily reminds me of just how far we have come – together – as a team. It also shows that we are extremely confident in our future and it positions us for continued growth and excellence as the largest financial services marketing company in North America. Our new location is at the hub of the Gwinnett County business, sports and entertainment community. I want to give special thanks to our company’s founders, Art and Angela Williams were it not for their tenacity in changing the landscape of financial services, none of this would be possible. I also wish to thank Governor Nathan Deal for his constant support, as well as our partners at Duke Realty, Gwinnett County, Gwinnett Chamber Economic Development, and countless other government officials and business partners who were so helpful and supportive of our move.”

The newly constructed facility, located in the Duluth area, consolidates all of Primerica’s operations into a single, three-story building with connecting wings that support streamlined business operations and enhanced logistical efficiencies. The building boasts 58 conference

rooms; a state-of-the-art theatre and adjoining TV studio; a 248-seat café; and an interactive tour dubbed “Imagine,” designed to showcase the new global headquarters to current and prospective representatives and employees. Thousands are expected to take the “Imagine” tour every year.

Primerica is Gwinnett’s fourth largest private employer, where the company’s headquarters have been located in the County since 1985.

“With this expansion, we celebrate Primerica’s continued investment in Gwinnett County and its significant role in the success of our community,” stated Gwinnett County Commission Chairman Charlotte Nash. “We are honored Primerica chose to remain and expand its global headquarters facility here—a testament to Gwinnett’s ability to help businesses remain competitive on a national and global scale.”

Rick Williams, Chairman of the Board and Co-Chief Executive Officer said, “Our new international headquarters is in many ways the culmination of our successful IPO in 2010. We are excited to be in one location, instead of ten separate buildings that we occupied previously. This will translate into increased efficiencies by providing a unified work place. Additionally, this move will be instrumental in improving our support and service to our sales force and clients.”

Chris Brown, Senior Vice President of Duke Realty’s Georgia Operations, commented, “It is an honor to have been a part of bringing Primerica’s corporate headquarters to life and to further accommodate its growth with this Class-A facility. We look forward to seeing more companies join Primerica at this location.”

Business relocation and expansion efforts in Gwinnett County, located in northeast metro Atlanta, are supported and cultivated by Gwinnett Chamber Economic Development, led by Nick Masino, Senior Vice President of Economic Development and the County’s community and economic development initiative, Partnership Gwinnett.

“We congratulate Primerica on the opening of its new global headquarters,” stated Masino. “With its more than 1,600 employees in Gwinnett, Primerica is a key partner in strengthening our community’s extraordinarily-dynamic growth and quality of life. Partnership Gwinnett is proud to partner with Primerica and other national and international companies in creating high-paying jobs, a skilled workforce, and economic prosperity for Gwinnett County.”

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 more than 4.3 million lives and approximately 1.9 million clients maintained investment accounts with us at December 31, 2012. 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”.

www.primerica.com

For more information, or to learn how to get involved in local economic development efforts, please visit www.gwinnetteconomicdevelopment.com.

About Gwinnett Chamber Economic Development

Gwinnett Chamber Economic Development globally markets Gwinnett as the premier location in metro Atlanta and the State of Georgia for growing and conducting business. By encouraging investment and trade into the county through relocation and expansion assistance, the organization works with local and regional partners to bring technology, health sciences and services, advanced manufacturing, supply chain management, and corporate headquarters to the community. Home to FORTUNE 500 and 1000 companies, Gwinnett County hosts a wide range of businesses from industry giants, to international companies and homegrown start-ups. Success lives here-
www.gwinnetteconomicdevelopment.com.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20130517005642/en/>

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