

September 6, 2011



Primerica Schedules Third Quarter 2011 Financial Results Webcast

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE: PRI), the largest independent financial services marketing company in North America, announced today that it will hold a webcast on November 2 at 10 a.m. Eastern Time to discuss its results for the third quarter ending September 30, 2011, as well as other business-related matters.

The earnings news release announcing the third quarter 2011 financial results will be distributed on November 1, 2011, after the close of the market.

The earnings news release, financial supplement and a live webcast will be available on Primerica's website at <http://investors.primerica.com>. A replay of the call will be available for approximately 30 days at <http://investors.primerica.com>.

About Primerica, Inc.

Primerica, Inc. (NYSE:PRI), headquartered in Duluth, GA, is a leading distributor of financial products to middle-income families in North America. Primerica representatives assist clients in meeting their needs for term life insurance, mutual funds, loans 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 4.3 million lives and more than 2 million clients maintain investment accounts with the company.

Primerica, Inc.

Investor Relations Contact

Kathryn Kieser, 770-564-7757

investorrelations@primerica.com

or

Media Contact

Mark L. Supic, 770-564-6329

mark.supic@primerica.com

Source: Primerica, Inc.