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## Primerica Schedules Third Quarter 2010 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 Wednesday, November 3, 2010 at 9 a.m. Eastern Time to discuss its results for the third quarter ended September 30, 2010 as well as other business-related matters.

The earnings release announcing the third quarter 2010 financial results will be disseminated on November 2, 2010, after the close of the market.

The earnings release 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, headquartered in Duluth, GA, is a leading distributor of financial products to middle income households in North America with approximately 100,000 licensed representatives. The company and its representatives offer clients term life insurance, mutual funds, variable annuities and other financial products. Primerica insures 4.3 million lives and more than two million clients maintain investment accounts with the company. Primerica's mission is to serve middle income families by helping them make informed financial decisions and providing them with the strategies and means to gain financial independence.

Source: Primerica, Inc.