

May 17, 2011



Board of Directors of Primerica, Inc. Declares Quarterly Dividend

Increases Dividend from \$.01 to \$.03 for the Quarter

DULUTH, Ga.--(BUSINESS WIRE)-- The Board of Directors of Primerica, Inc. (NYSE:PRI), the largest independent financial services marketing company in North America, today approved payment of a quarterly dividend of \$0.03. The dividend will be payable on June 10, 2011, to stockholders of record as of May 27, 2011.

About Primerica

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.

Source: Primerica, Inc.