

December 20, 2011



Primerica Schedules Fourth 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 Wednesday, February 8, 2012 at 10 a.m. Eastern Time to discuss its results for the fourth quarter ending December 31, 2011, as well as other business-related matters.

The earnings news release announcing the fourth quarter 2011 financial results will be distributed on February 7, 2012, 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., headquartered in Duluth, GA, is a leading distributor of financial products to middle-income families 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 protection, investment and savings, 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 more than 4.3 million lives and approximately 2 million clients maintain investment accounts with the company. Primerica is a member of the Russell 2000 stock index and is traded on The New York Stock Exchange under the symbol "PRI".

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.