

March 20, 2012



Primerica Schedules First Quarter 2012 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, May 2, 2012 at 10 a.m. Eastern Time to discuss its results for the first quarter ending March 31, 2012, as well as other business-related matters.

The earnings news release announcing the first quarter 2012 financial results will be distributed on May 1, 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>.

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, 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 insure more than 4.3 million lives and approximately 2 million clients maintain investment accounts with us. Primerica is a member of the Russell 2000 stock index and is traded on The New York Stock Exchange under the symbol "PRI".

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