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Primerica, Inc. Co-CEOs Sell Shares Under Trading Plan

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI), the largest independent financial services marketing company in North America, today announced that D. Richard Williams and John A. Addison, Jr., its co-Chief Executive Officers, have each sold 20,000 shares of the Company's common stock. The sales are part of Rule 10b5-1 trading plans, signed in June 2012, pursuant to which transactions occur automatically with no further action on the executives' part. The 10b5-1 trading plans were put in place to implement personal estate, tax and charitable giving plans.

About Primerica

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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