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# **3,000 Representatives Expected to Attend Primerica's African American Leadership Council 15th Annual Conference in Orlando, FL**

**Three-Day Event to Run From March 27-29 at the Orlando World Center Marriott**

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI), a leading distributor of financial products to middle income households in North America, today announced that 3,000 representatives are expected to attend Primerica's 15<sup>th</sup> Annual African American Leadership Council (AALC) meeting at the Orlando World Center Marriott in Orlando, Florida, on March 27-29, 2015.

The focus of the three-day event is the African American market, and the conference includes a variety of workshops on leadership, product training, and an assortment of financial and marketing topics designed to help Primerica representatives better serve the African American families in their communities.

"From its simple beginnings in January 2000, the AALC has grown into a significant force within Primerica. Our mission remains the same today as then: Empower African Americans in Primerica with leadership and resources to establish a legacy of financial independence through entrepreneurship," said Ivan Earle of Columbia, SC, Primerica Senior National Sales Director and AALC Co-Chairman. "This annual conference provides a wonderful opportunity to achieve our mission by mentoring, educating, motivating, and rewarding the success of everyone in attendance. I'm excited about all that we'll accomplish over such a short period of time."

Glenn Williams, Primerica's incoming CEO, is participating in the meeting and commented on the event's importance. "I'm pleased to participate in the AALC meeting – it always has a positive impact on Primerica and helps inspire great performance by our sales force," he said. "The AALC meeting comes at the end of a tremendous first quarter for the company. We came out of the starting blocks fast in January and February, and all key distribution metrics have grown in the first two months of the year versus the prior period: recruiting of new representatives, new life insurance licenses, life insurance policies issued, and Investment and Savings Products sales. And I'm especially pleased that for the first two months of the quarter, our sales force cash flow is up 9% over the prior year period," said Williams. "The AALC meeting is a great first step in our march to the 2015 Primerica Convention at the Georgia Dome in Atlanta, where we expect tens of thousands of people to come together in July to celebrate Primerica's successes, learn from dynamic leaders, and set our course for the remainder of the year."

**About Primerica, Inc.**

Primerica, Inc., headquartered in Duluth, GA, is a leading distributor of financial products to middle income households 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 insured more than 4 million lives and have over 2 million client investment accounts at December 31, 2014. Primerica stock is included in the S&P MidCap 400 and the Russell 2000 stock indices and is traded on The New York Stock Exchange under the symbol "PRI".

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