

October 15, 2015



The Primerica Foundation Named a Top Georgia-Based Foundation

Foundation Celebrates 5th Year of Funding

ATLANTA--(BUSINESS WIRE)-- Primerica, Inc. (NYSE: PRI), the leading distributor of financial products to middle income families in North America, announced today that The Primerica Foundation, the company's philanthropic arm, was named by the *Atlanta Business Chronicle* as one of Georgia's "Top Corporate Foundations" (the annual rankings are based on total giving). The Foundation also is celebrating its 5th anniversary of funding.

"The core of Primerica's charitable funding and philanthropy is to support programs and nonprofits that help move families into self-sufficiency," said Karen Fine Saltiel, Chairman of The Primerica Foundation. "We also fund programs and organizations that enhance our communities and the quality of life for all residents, because we believe in a holistic approach to achieving self-sufficiency."

From 2011 – 2015, The Primerica Foundation funded 182 grants totaling over \$4,000,000 to nonprofits throughout the state of Georgia, Metro Atlanta and Gwinnett County. Program areas funded included arts and culture, community development, education and youth enrichment, financial literacy and self-sufficiency, and health and human services.

"The Primerica Foundation is only one part of our total community outreach," Saltiel continued. "Primerica has a strong corporate giving program, our employee volunteer program is outstanding, and we're engaged in several strategic community partnerships." Saltiel added that one such partnership is Primerica's support of Junior Achievement's new interactive site in Gwinnett County, which opened last month.

"The JA Discovery Center at Gwinnett provides more than 25,000 Gwinnett County middle school students the opportunity to apply the knowledge they gain in the classroom through an authentic and relevant experience," said Jack Harris, president and CEO of Junior Achievement of Georgia. "We are grateful to The Primerica Foundation for their partnership in this program and commitment to empowering today's students with the knowledge, capacity and motivation to thrive."

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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Source: Primerica, Inc.