

July 1, 2010



Primerica Joins the Russell 3000 and Russell 2000 Stock Indexes

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI), the largest independent financial services marketing company in North America announced that it has joined the broad-market Russell 3000 as well as the small capitalization Russell 2000 Index. The Russell 2000 is constructed to provide a comprehensive and unbiased small-cap barometer and is completely reconstituted annually.

"Primerica completed our Initial Public Offering on April 1, 2010 and today we are excited to be included in the prestigious Russell Indexes," said John A. Addison, Jr., Co-CEO of Primerica. D. Richard Williams, Chairman of the Board and Co-CEO of Primerica, said, "This is an important milestone for our company. Inclusion in the Russell Indexes provides outstanding exposure for our company."

The Russell 3000 Index measures the performance of the largest 3,000 companies in the United States, representing approximately 99% of the U.S. equity market. The Russell 2000 Index is a subset of the Russell 3000 Index and measures the performance of the small-cap segment of the market. Russell U.S. Indexes allow investors to track current and historical market performance by specific market segment (large cap/small cap) or investment style (growth/value).

About Russell

Russell Investments is a global investment company with \$179 billion in assets under management as of March 31, 2010. Russell serves individual, institutional and advisor clients in more than 40 countries and provides investment solutions, including mutual funds, retirement investments, institutional asset management, implementation services and global stock market indexes.

About Primerica

Primerica, headquartered in Duluth, GA, is a leading distributor of financial products to middle income households in North America with approximately 100,000 licensed representatives. The company and its representatives offer clients term life insurance, mutual funds, variable annuities and other financial products. Primerica insures 4.3 million lives and more than 2 million clients maintain investment accounts with the company. Primerica's mission is to serve middle income families by helping them make informed financial decisions and providing them with the strategies and means to gain financial independence.

Source: Primerica, Inc.