

September 1, 2010



Primerica, Inc. Executives to Present at KBW, Inc. 2010 Insurance Conference

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI) today announced that Rick Williams, Chairman and Co-CEO, John Addison, Chairman of Primerica Distribution and Co-CEO, and Alison Rand, CFO, will discuss the Company at the Keefe, Bruyette and Woods 2010 Insurance Conference on Tuesday, September 7, 2010 at 3:30 p.m. (EDT) in New York.

The Primerica presentation will be available live on Primerica's Investor Relations website at <http://investors.primerica.com>. Supporting presentation materials will also be available on the web site during the webcast.

About Primerica, Inc.

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.