

November 10, 2010



Board of Directors of Primerica, Inc. Declares Quarterly Dividend

DULUTH, Ga.--(BUSINESS WIRE)-- The Board of Directors of Primerica, Inc. (NYSE:PRI), the largest independent financial services marketing company in North America, today approved payment of a quarterly dividend of \$0.01. The dividend will be payable on December 10, 2010 to stockholders of record as of November 24, 2010.

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.