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Primerica to Host Over 5,000 Representatives in Large Corporate Event in Toronto 2011 Marks the Company's 25th Year in Canada

TORONTO--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI), the largest independent financial services marketing company in Canada, announced that on Saturday, January 8, 2011, it will host over 5,000 of its independent representatives at the Metro Toronto Convention Center. The event is expected to be among the largest corporate meetings of the year in Toronto. This will be the first of 6 events across Canada, kicking off 2011 with important business announcements and motivational speakers from within the company. In total, it is anticipated that more than 10,000 representatives and new recruits will attend these meetings, with Toronto being the largest gathering. The remaining meetings will be held in Vancouver, Calgary, Montreal, Halifax and Winnipeg, respectively.

As part of these meetings, Primerica Canada is also celebrating the 25-year anniversary of the opening of its Home Office in Mississauga, Ontario, dedicated to specifically assist its Canadian representatives and clients. Glenn Williams, currently president of Primerica, Inc., which includes all North American operations, said, "The Company's expansion to Canada in 1986 was a test of whether the Primerica business model would work outside the United States. Today, we moved to rank as the seventh largest life insurance company of in force business in Canada. We also administer more than \$7.9 billion of client investments, with more than 380,000 clients maintaining investment accounts through PFSL, our Canadian Broker/Dealer."

"Primerica completed our initial public offering and on April 1, 2010, and began trading on the New York Stock Exchange under the symbol PRI, an independent company. Today we are excited to celebrate with our Canadian teammates our 25th year anniversary in Canada," 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. We congratulate all of our hard-working representatives, as well as our 200 Canada-based employees for their dedication and success."

About Primerica Canada

Primerica Canada is the largest life insurance and mutual fund distribution force in Canada with approximately 9,000 licensed representatives. The company and its representatives offer clients term life insurance, mutual funds, variable annuities, segregated funds and other financial products. 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. Additional information about the company can be accessed through www.primericacanada.ca.

About Primerica

Primerica, headquartered in Duluth, GA, USA, 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.

Source: Primerica, Inc.