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Primerica, Inc. Executives to Present at Raymond James 32nd Annual Institutional Investors Conference

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI) today announced that Rick Williams, Chairman of the Board and Co-CEO, and John Addison, Chairman of Primerica Distribution and Co-CEO, will discuss the Company at the Raymond James 32nd Annual Institutional Investors Conference on Monday, March 7, 2011 at 1:40 p.m. (ET) in Orlando, FL.

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 website 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 95,000 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.