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5,000 Representatives Expected to Attend Primerica's African American Leadership Council 11th Annual Conference in Atlanta

Three-Day Event to Run From March 11-13 at the Georgia International Convention Center

ATLANTA--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI), the largest independent financial services marketing company in North America, announced that it will host over 5,000 representatives from across North America for its 11th Annual African American Leadership Council (AALC) meeting in Atlanta at the Georgia International Convention Center, March 11-13. The event includes numerous workshops on a variety of financial and marketing topics that are designed to enhance their Primerica businesses, as well as large general sessions which are attended by everyone who is registered for the conference.

Primerica Senior National Sales Director and AALC Chairman, Ivan Earle of Columbia, South Carolina, said, "Our annual conference provides a unique opportunity for us to mentor, motivate and speed up the learning curve for everyone who attends. Another important part of our meetings is to recognize and reward the success of our representatives for their business accomplishments." The conference will include product exhibits and a bookstore with training and motivational tools. Breakout meetings will run starting Friday, and will run from 8:00 AM until 4:30 PM Saturday. These are smaller, more targeted meetings, such as Women in Primerica, Regional Vice President Workshops, Product Workshops and more. Other workshops are designed to provide appropriate information and motivation based upon the representative's sales force designation and degree of experience with Primerica. The meeting will conclude with a general session from 9:00 AM through 2:00 PM on Sunday.

For those interested in learning more about Primerica, tickets for the three-day event are available for \$75 at the door of the Georgia International Convention Center, 2000 Convention Center Concourse, College Park, GA, 30337 (770-997-3566).

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.