

August 19, 2011



## **Primerica, Inc. Executives to Present at KBW, Inc. 2011 Insurance Conference**

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI) today announced that John Addison, Co-Chief Executive Officer, and Alison Rand, Chief Financial Officer, will discuss the Company at the Keefe, Bruyette and Woods 2011 Insurance Conference on Thursday, September 8, 2011 at 10:20 AM (EDT) in New York, NY.

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**

Primerica, Inc. (NYSE:PRI), headquartered in Duluth, GA, is a leading distributor of financial products to middle-income families in North America. Primerica representatives assist clients in meeting their needs for term life insurance, mutual funds, loans and other financial products. In addition, Primerica provides an entrepreneurial full or part-time business opportunity for individuals seeking to earn income by distributing its financial products. Primerica insures approximately 4.3 million lives and more than 2 million clients maintain investment accounts with the company.

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Source: Primerica, Inc.