

October 19, 2011



Primerica Is Presenting Sponsor for American Cancer Society's 2012 Relay For Life in Gwinnett County

DULUTH, Ga.--(BUSINESS WIRE)-- The American Cancer Society and Duluth-based Primerica (**NYSE: PRI**), the largest independent financial services marketing organization in North America, today announced that Primerica will be the presenting sponsor of the Society's Relay For Life in Gwinnett County in 2012.

The Gwinnett Relay event, held in May every year at the Gwinnett County Fairgrounds, is the world's largest Relay, attracting more than 10,000 people each year and raising over \$2 million for the Society's fight against cancer.

"We are delighted to welcome Primerica as the presenting sponsor of the Gwinnett Relay next year," said Bill Manson, the Society's Area Executive Director for Gwinnett and Hall counties. "Primerica has been an enthusiastic corporate supporter of Relay For Life in Gwinnett County for several years, raising funds for Relay and fielding a large team of employees to volunteer to participate in Relay. Now the company is taking its partnership with the American Cancer Society to a new level, and we are grateful for the strong support."

"Most people have personally been affected by cancer in some way, and our employees feel very strongly about supporting Relay For Life," said Primerica EVP Karen Fine Saltiel. Ms. Saltiel leads the Community and Foundation Relations Department for Primerica.

Over the past several years, Primerica has supported the American Cancer Society not only with generous corporate sponsorship and teams for the Relay For Life in Gwinnett but also with support for the Patient Resource Navigator at Gwinnett Medical Center, the Hope Fashion Show and other ACS programs and events.

According to Ms. Saltiel, since 1997, the company has been responsible for over \$966,000 of funding to the American Cancer Society through grant funding, corporate funding and the annual employee participation in the Relay For Life campaign.

Relay For Life is the American Cancer Society's signature event, with Relays taking place in more than 5,000 communities nationwide and in several foreign countries. Relays are overnight events, with teams camping out around a track. Each Relay begins with an inspirational opening ceremony, followed by cancer survivors taking the first lap around a track while other participants cheer them on. Then all Relay participants began walking around the track. After dark, Relay events feature a reverent luminary ceremony with hundreds of lighted candles to honor cancer survivors and remember those who have lost their battles with the disease. Relays end with a closing ceremony the next morning. For information on Relay For Life, visit www.relayforlife.org.

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. Primerica is among the top 10 companies supporting the annual Gwinnett County Relay for Life and has been recognized as a top corporate giver in Gwinnett County by *Gwinnett Magazine*. For more information on Primerica, visit www.primerica.com.

About the American Cancer Society

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well by preventing cancer or detecting it early; helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass laws to defeat cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing more than \$3.4 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us any time, day or night, at 1-800-227-2345 or visit cancer.org.

Primerica

Mark Supic, 770-564-6329

mark.supic@primerica.com

or

American Cancer Society

Elissa McCrary, 404-949-6418

elissa.mccrary@cancer.org

Source: Primerica, Inc.