

March 16, 2012



5,000 Representatives Expected to Attend Primerica's African American Leadership Council 12th Annual Conference in Atlanta

Three-Day Event to Run From March 16-18 at the Georgia World Congress Center

ATLANTA--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI), the largest independent financial services marketing company in North America, announced that it will host approximately 5,000 representatives from across North America for its 12th Annual African American Leadership Council (AALC) meeting in Atlanta at the Georgia World Congress Center, March 16-18.

The event includes a variety of workshops focused on leadership, product training and a variety of financial and marketing topics that are designed to enhance and grow their Primerica businesses. Also scheduled for Saturday night is a large general session attended by everyone registered for the event.

Keith Phillips, Primerica National Sales Director and AALC Treasurer, of Lithonia, Georgia, said, "This annual conference provides a tremendous opportunity for us to mentor, motivate and speed up the learning curve for everyone in attendance. Another important part of this meeting is to recognize and reward the success of Primerica representatives for their business accomplishments."

Senior National Sales Director and co-Chair of the AALC, John Lennon of Greensboro, North Carolina, added, "Today, middle-income families are faced with tough financial challenges and attendees will emerge from this conference better prepared to help Main Street families. Our company has always been focused on this underserved market in order to help them become properly protected, debt free and financially independent."

The conference will include product exhibits and a company bookstore with Primerica training and motivational tools. Breakout meetings will begin 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 AALC Conference will conclude with a general session from 9:00 AM through 2:00 PM on Sunday.

Primerica, Inc., headquartered in Duluth, GA, is a leading distributor of financial products to middle-income families in North America. Primerica representatives educate their Main Street clients about how to better prepare for a more secure financial future by assessing their needs and providing appropriate solutions through term life insurance, which we underwrite, and mutual funds, annuities and other financial products, which we distribute primarily on behalf of third parties. In addition, Primerica provides an entrepreneurial full or part-time business opportunity for individuals seeking to earn income by distributing the

company's financial products. We insure more than 4.3 million lives and approximately 2 million clients maintain investment accounts with us. Primerica is a member of the Russell 2000 stock index and is traded on The New York Stock Exchange under the symbol "PRI".

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