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3,500 Representatives Expected to Attend Primerica's African American Leadership Council 13th Annual Conference in Atlanta

Three-Day Event to Run From March 15-17 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 3,500 representatives from across North America for its 13th Annual African American Leadership Council (AALC) meeting in Atlanta at the Georgia World Congress Center, March 15-17.

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 conference.

The meeting will focus on the great opportunities that exist to educate middle-income African American families about how to better prepare for a secure financial future. African Americans are an increasingly upwardly mobile demographic as evidenced by a 64% increase in households earning \$75,000 or more between 2000 and 2009 and today have an estimated buying power of some \$1 trillion, yet when asked in a recent survey if financial services companies effectively engage and show support for the black community, 78% of African American respondents answered no.

Senior National Sales Director and Co-Chairman of the AALC, John Lennon of Greensboro, North Carolina said, "Today, middle-income families are faced with tough financial challenges and attendees will emerge from this conference better prepared to help Main Street families. Almost 80% of African Americans say they are either way behind or haven't even started saving for retirement. Primerica has more than 90,000 representatives and we do a great job of meeting face-to-face with Main Street families in their homes and educate them about the basic principles of how money works."

Ivan Earle, Primerica Senior National Sales Director and AALC Co-Chairman of Columbia, South Carolina 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."

The conference will include product exhibits and a company bookstore with Primerica training and motivational tools. Friday will feature general meetings, as well as a reception and party. Breakout meetings will begin Saturday 8:00 AM until 4:00 and include 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's stock is included in the S&P MidCap 400 and the Russell 2000 stock indices and is traded on The New York Stock Exchange under the symbol "PRI".

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