

February 6, 2014



John Adams, Primerica Executive, named Second Vice-Chair of the Toronto-based Investment Funds Institute of Canada (IFIC)

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI) announced that John Adams, Chief Executive Officer, PFSL Investments Canada Ltd. (PFSL) and Primerica Life Insurance Company of Canada (Primerica Canada), has been named second vice-chair of the Toronto-based Investment Funds Institute of Canada (IFIC).

Adams has been on the IFIC board since 2005. He joined Primerica Canada and PFSL in 2000 and has risen through the ranks. Previously, he served as Primerica Canada's and PFSL's Chief Financial Officer.

Glenn Williams, President of Primerica, Inc., said, "John's prestigious appointment as second vice-chair is a testament to his passion for this business and recognizes the commitment by PFSL, Primerica's Canadian securities business, to be at the forefront of industry change."

Adams resides in Mississauga, Ontario, with his wife and two children.

Facts About Primerica's Canadian Operations:

- Has operated in Canada for 27 years
- # 1 Life Insurance Marketing Organization in Canada
- # 1 Independent Mutual Fund Sales Force in Canada
- Members of Advocis and IFIC
- PFSL has been named the number one mutual fund dealer for 13 years in a row in a survey by Investment Executive

Primerica, Inc., headquartered in Duluth, GA, is a leading distributor of financial products to middle income households in North America. In Canada, Primerica is headquartered in Mississauga, Ontario, where it has approximately 200 full-time employees. 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 insured more than 4 million lives and have over 2 million client investment accounts at December 31, 2012.

Primerica 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".

www.primericacanada.ca

Primerica, Inc.

Investor & Media Contact:

Kathryn Kieser, 470-564-7757

investorrelations@primerica.com

Source: Primerica, Inc.