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Glenn J. Williams Becomes Primerica, Inc. CEO

Takes over company leadership during time of “solid momentum”

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI), a leading distributor of financial products to middle income households in North America, today announced that Glenn J. Williams has assumed the role of chief executive officer in keeping with the company's previously announced executive leadership transition plans. Williams, who previously served as the company's President, is a 34-year Primerica veteran and has served in a variety of management and leadership roles during his tenure.

Today also marks the 5th anniversary of Primerica's successful IPO. To commemorate the event, Glenn Williams and other Primerica executives will ring the closing bell at the New York Stock Exchange this afternoon. Williams also is scheduled to appear as a guest on the popular CNBC show “The Closing Bell” today.

“I am honored to serve as CEO following two great leaders like John Addison and Rick Williams. Our plan is to continue to execute our proven strategy of growing distribution, increasing earnings, and deploying capital to drive long-term value for all of our stakeholders,” said Glenn Williams. “We are currently experiencing solid momentum. In the first quarter we have growth across key distribution metrics versus the first quarter a year ago, including an increase in the size of our life insurance licensed sales force, continued momentum in Investment and Savings Products sales, as well as strong growth in Term Life insurance policies issued. I'm proud of the achievements and dedication of our more than 98,000 life insurance licensed representatives who make a difference in the lives of Main Street families every day. I'm excited about the opportunities that lie ahead for Primerica, and I'm committed to leading our clients, representatives, and associates to achieve the success they deserve.”

About Primerica, Inc.

Primerica, Inc., headquartered in Duluth, GA, is a leading distributor of financial products to middle income households 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 insured more than 4 million lives and have over 2 million client investment accounts at December 31, 2014. 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”.

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