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Primerica Announces Countrywide Event in Canada

Opening New Canadian Head Office in Mississauga, ON

DULUTH, Ga. & TORONTO--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI) announced it is hosting its 2018 Canadian Convention on July 27-28, 2018, at the Toronto Congress Centre. Billed as Primerica's largest conference in Canada, the meeting will draw attendees from coast-to-coast. The agenda focuses on sales force training, achievement recognition, and client initiatives for the remainder of 2018.

Primerica's CEO, Glenn Williams, will share his vision for the Company's future at the conference. "We're excited to bring together thousands of Canadians from across the country to a central event in Toronto," said Williams. "This platform provides the perfect opportunity for previewing initiatives and recognizing the great successes of our Canadian sales force leadership."

Williams noted that the timing of this event coincides with Primerica Canada's move into a new head office this month. "We will remain in Mississauga as we relocate to 6985 Financial Drive, where we will occupy over 43,000 square feet of leased office space that has been completely designed to our specifications," he said. "It is a state-of-the-art office where we can conduct business, continue to grow and add staff, and help more Canadian families become financially independent."

In the second quarter, Primerica Canada achieved a record 12,000 life insurance licensed representatives, solidifying its position as the country's largest life insurance sales force. This Canadian growth helped the Company's North American sales force surpass 130,000 life insurance licensed representatives as of June 30, 2018.

Williams highlighted that Primerica achieved a Company record US\$9.1 billion in Term Life insurance face amount issued in June. For the second quarter, Primerica's Term Life face amount issued grew 2% over the prior year quarter. "Thanks to the hard work of our sales force, many thousands of Main Street families throughout North America now have life insurance protection," he said.

In closing, Williams said the Company's sales force is "a key factor in our success" and thanked the field sales leaders for their significant contribution. "I am extremely proud of the leadership provided by our representatives. They continue to meet the financial needs of record numbers of families, and I look forward to all that we'll accomplish in the future."

About Primerica, Inc.

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 nearly 250 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 and segregated funds through Primerica Life Insurance Company of Canada, mutual funds through PFSL Investments Canada Ltd., as well as debt consolidation loans, disability insurance and other financial products, which it distributes 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. Across North America, Primerica insured more than 5 million lives and had over 2 million client investment accounts at December 31, 2017. 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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