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Primerica Hosting 10,000 Sales Representatives at 2016 West Coast Convention

Two-day Event to Run from September 16-17 in Ontario, CA

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI), a leading distributor of financial products to middle income households in North America, today announced that a capacity crowd of approximately 10,000 attendees is expected to participate in Primerica's 2016 West Coast Convention. The meeting will be held at the Citizens Business Bank Arena in Ontario, California, on September 16-17, 2016.

The purpose of the two-day event is to focus on the financial needs of our clients as we work to accelerate growth in the western parts of the U.S. and Canada. Attendees will also receive training on a variety of topics to help our sales representatives better serve Main Street families in their communities.

"I'm honored to join thousands of our field leaders at this event as we build on Primerica's strong momentum," said CEO Glenn Williams. "We will renew our commitment to support our West Coast representatives as they build successful businesses. Most of all, we will ensure that we are positioned to assist our clients as they plan for their financial futures.

"From our perspective, there's never been a better time to be at Primerica. I'm pleased that our sales force has continued to grow throughout the year, reaching 114,250 life insurance licensed representatives at the end of August 2016. Our representatives are entrepreneurial women and men from all walks of life who joined Primerica to make a positive impact in the lives of Main Street families throughout North America."

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 approximately 5 million lives and have over 2 million client investment accounts at December 31, 2015. 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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