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Primerica Riding Wave of Strong Momentum into 2015 Convention

Company's second quarter sales and distribution results strongest since the IPO

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE: PRI), a leading distributor of financial products to middle income households in North America, announced today that in the second quarter of 2015, the company achieved its best sales and distribution results since its IPO in 2010. Primerica's strong momentum will bolster its 2015 Convention, which runs July 15-18, 2015, at the Georgia World Congress Center and the Georgia Dome in Atlanta, GA.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150715005303/en/>

Beginning Wednesday, an estimated 40,000 attendees will gather at the Georgia Dome in Atlanta for Primerica's 2015 Convention. (Photo: Business Wire)

"We are thrilled that during this year's second quarter, the Primerica team

achieved record-setting results in several key areas of our business. First, our life insurance licensed sales force has increased to more than 101,000 representatives, which was driven by 15% growth in new life insurance licenses during the second quarter," said Glenn Williams, Primerica CEO. "Also in the second quarter, we achieved 20% growth in representative recruiting and a 14% increase in Term Life insurance policies issued versus the year ago period."

Williams noted that Primerica's Investment and Savings Product (ISP) business has been performing extremely well for the past 5 years. "During this year's second quarter, our ISP sales grew by 9% over what was a record-setting performance during the same period in 2014," he said. "Middle-income families are responding favorably to the array of investment and savings products we sell, and it's clear that they both want and need the type of financial and investment education and advice our licensed representatives provide. I'm proud of the efforts of our field leadership and the home office team in driving Primerica's strong year-to-date results and in making a difference in the lives of Main Street families. We will celebrate all of our many accomplishments when we steamroll into the Georgia Dome for our 2015 Convention, which opens today."

Primerica's Convention is the city's largest corporate meeting, bringing an estimated 40,000 attendees and an economic impact of approximately \$34 million to Atlanta.

Williams noted that the timing of the biennial event couldn't have been more perfectly planned.

"The Primerica Convention provides the ideal opportunity for us to celebrate our accomplishments and set the course for the remainder of the year," he said. "The event

brings to Atlanta tens of thousands of our teammates where they will learn from dynamic leaders, attend workshops and seminars, and enhance their skills. We will use this forum to build on the strong momentum we achieved in the first half of 2015 as we work to maximize the many opportunities that lie ahead for Primerica, our clients, and our Field Leaders. We look forward to all that we will achieve over the next four days, and are confident that we will continue our momentum throughout the remainder of 2015.”

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. Primerica insured more than 4 million lives and had 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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