

Primerica Named Most Trusted



**#1 Most Trusted
Life Insurance Company**
by Investor's Business Daily

**#3 Most Trusted
Financial Company**
by Investor's Business Daily

Survey results are presented solely with respect to Primerica's term life insurance business. Term life insurance underwritten by National Benefit Life Insurance Company, Home Office: Long Island City, NY in New York State; Primerica Life Insurance Company, Executive Offices: Duluth, GA in all other U.S. jurisdictions; and Primerica Life Insurance Company of Canada (Head Office: 6985 Financial Drive, Suite 400, Mississauga, ON, L5N 0G3, Phone: 905-812-2900) in Canada.