



INSURANCE MARKETPLACE
STANDARDS ASSOCIATION

*Committed to honesty,
integrity and ethics*

NEWS RELEASE

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PRIMERICA LIFE, NATIONAL BENEFIT LIFE RENEW QUALIFICATION IN IMSA, ETHICAL STANDARDS ORGANIZATION

Bethesda, MD (March 5, 2007) – Primerica Life Insurance Company, Duluth, GA, and its subsidiary, National Benefit Life Insurance Company, New York, NY, have qualified to renew their membership in the Insurance Marketplace Standards Association (IMSA), the premier standards-setting organization for the life insurance marketplace.

“We are proud of our IMSA qualification,” said Jeff Fendler, CEO & President of Primerica Life Insurance Company. “It is a tangible demonstration of Primerica’s continuing dedication to ethical business practices.”

“Our IMSA qualification shows our clients National Benefit’s commitment to integrity,” said Raul Rivera, President & CEO of National Benefit Life.

IMSA President & CEO Brian Atchinson applauded Primerica Life and National Benefit Life for successfully completing the rigorous, independent review of their marketing, sales and compliance practices to qualify for IMSA membership.

“IMSA qualification shows that a company has put into place policies and procedures that are regularly monitored to help assure fair and honest treatment of customers,” Atchinson said. “We congratulate both companies for their commitment to IMSA’s high standards and quality business practices that safeguard the consumer.”

IMSA is the premier standards-setting organization for the life insurance, annuities and long-term care insurance marketplace for individually sold products. Qualified companies commit to maintaining high ethical standards and to being fair, honest, and open in the way they advertise, sell and service their products. IMSA qualification is for three years. The IMSA seal is a guidepost of excellence and integrity for consumers. For more information, visit www.IMSAethics.org.

Primerica Life Insurance Company and National Benefit Life Insurance Company are part of Primerica Financial Services, headquartered in Duluth, GA, the largest financial

services marketing organization in North America, with more than 100,000 licensed independent representatives. The company provides financial products and services, including term life insurance, variable annuities, long-term care insurance and other products. Primerica conducts business principally in the U.S. and Canada. For more information about Primerica, visit www.primerica.com.

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