

Primerica Life Insurance Company

A Company You Can Count On

How do you determine a company's strength to meet its financial obligations?

Look at the Rating

A.M. Best rating for Primerica Life.....A+
(as of October 25, 2010)

A.M. Best, the oldest and most widely recognized rating agency dedicated to the insurance industry, recently affirmed Primerica Life's financial strength as "A+" (Superior); this rating is assigned to companies that, in the opinion of A. M. Best, have a superior ability to meet their ongoing obligations to policyholders.

Look at the Facts¹

Primerica -

- Holds a conservative investment portfolio of \$2 billion.
- Has \$653 billion of life insurance in force.
- Is an industry leader, protecting more than four million lives.
- Paid more than \$6 billion in death claims in the last decade.
- Paid \$942 million in death claims in 2009 alone.
- Issued an average policy face amount of \$282,140 in 2009 compared to an industry average of \$183,165.²

Look at the Reputation



INSURANCE
MARKETPLACE
STANDARDS
ASSOCIATION

Primerica Life is a founding member of the Insurance Marketplace Standards Association (IMSA), an organization that promotes standards for ethical market conduct in the sale of individual life insurance, annuity and long term care products.

Primerica has been named one of the 50 top-performing U.S. based life/health insurers by the respected **Ward Group** for 20 years running - since the list began.³ Companies on the Ward's Top Fifty list must pass strict evaluations of surplus and premium ratios, net income, risk-based capital ratio and other criteria.



Make the Decision

The more information you have about Primerica Life, the better you'll feel about choosing us to protect your family's future. Rest assured, Primerica Life will be there when you need us.

Make the decision to protect your loved ones from what life can bring. Apply today - because you don't need life insurance. Your family does.

Why Primerica's Custom Advantage Is Better

Why Primerica's Custom Advantage Is Better	Primerica Life	Other Companies
Personalized Solutions & Financial Education	Yes	?
Convenient Services & "House Calls"	Yes	?
Guaranteed Insurability to Age 95 (80 in NY)	Yes	?
Affordable, Customizable Term Life Insurance	Yes	?
Terminal Illness Benefit Included	Yes	?
Increasing Benefit Rider Available	Yes	?
Flexible Use of Riders to Increase Coverage	Yes	?
Family Banding	Yes	?
One Policy per Family	Yes	?
One Child Rider Covers All Eligible Children in Family	Yes	?
Waiver of Premium	Yes	?
Industry Leading Renewal Options	Yes	?
Affordable Renewal Rates	Yes	?

¹Numbers reflect the combined totals as of June 30, 2010, or for the period stated, for the following affiliated companies: National Benefit Life Insurance Company (Home Office: Long Island City, NY) in New York; Primerica Life Insurance Company (Executive Offices: Duluth, GA) in other U.S. jurisdictions; Primerica Life Insurance Company of Canada (Head Office: Mississauga, ON) in Canada.

²ACLI Life Insurers Fact Book 2009

³<http://www.wardinc.com/wards50/life-health.php>