NEWS RELEASE

Changes in the Position of Executive Officer

TOKYO, June 23, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: http://ir.lifenet-seimei.co.jp/en/) announces that a Board of Directors' meeting held on June 22, 2014, resolved to change the Executive Officer responsible for the Application Support Department. All other positions remain unchanged. (Lifenet disclosed Resolution notice of the 8th Annual General Meeting of Shareholders held on June 22, 2014, on our IR website. http://ir.lifenet-seimei.co.jp/en/stock/meeting.html)

Changes in the position of Executive Officer (effective on June 22, 2014)

Name	New Position	Previous Position
Daisuke Iwase	Executive Officer of Application Support Department and Corporate Development Department	Executive Officer of Corporate Development Department
Kazuko Nakada	Executive Officer of Product Development Department and Marketing Department	Executive Officer of Application Support Department, Product Development Department and Marketing Department

About Lifenet　　**URL：http://ir.lifenet-seimei.co.jp/en/**

Returning to the original purpose of life insurance - mutual support - LIFENET INSURANCE COMPANY was founded with the goal of offering simple, convenient and competitively priced products and services based on the highest levels of business integrity. We sell these products and services directly to customers over the Internet. By using the Internet, we are able to offer highly cost-competitive products and accept applications from customers at any given time.

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