

January 30, 2013
 Haruaki Deguchi, President/Founder
 LIFENET INSURANCE COMPANY
 (Code: 7157, TSE Mothers)

**Lifenet’s Contact Center and Website Ranked First
 in the Industry by HDI-Japan**

Contact Center 1st in “Quality” and “Performance”
Website 1st with a total score of 3.85 (industry average 3.16)

Tokyo, January 30, 2013 – LIFENET INSURANCE COMPANY (“Lifenet”, TSE Mothers 7157, President and Founder: Haruaki Deguchi, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that the company has been ranked first place in the 2012 HDI Contact Center Rankings (Life Insurance Industry) for both the Contact Center and Support Portal (Website).

Life Insurance Industry Rankings



Ranking	Company Name	Quality	Performance
☆☆☆	Lifenet Insurance	3.80	3.78
☆☆☆	Sompo Japan DIY Life	3.81	3.76
☆☆☆	Sumitomo Life	3.55	3.53
☆☆	Mitsui Life	3.44	3.54
☆☆	Tokyo Marine Nichido Anshin Life	3.42	3.42
☆☆	Axa Life	3.38	3.40
☆☆	Taiyo Life	3.02	3.48
☆☆	MetLife Alico	2.93	3.50
☆☆	Orix Life	3.26	3.02
☆☆	Fukoku Mutual Life	3.28	2.98
☆☆	Meiji Yasuda Life	3.22	3.02
☆☆	Sony Life	2.72	3.24
☆☆	Dai-ichi Life	3.18	2.63
☆☆	Mitsui Sumitomo Aioi Life	3.07	2.72
☆☆	Asahi Mutual Life	2.83	2.85
☆☆	Daido Life	2.93	2.65
☆	Nippon Life	2.50	2.44
☆	Japan Post	2.20	2.73

Ranking	Company Name	Support Portal
☆☆☆	Lifenet Insurance	3.85
☆☆☆	Sompo Japan DIY Life	3.69
☆☆☆	Orix Life	3.56
☆☆☆	Mitsui Sumitomo Aioi Life	3.55
☆☆☆	MetLife Alico	3.50
☆☆	Tokyo Marine Nichido Anshin Life	3.42
☆☆	Mitsui Life	3.37
☆☆	Taiyo Life	3.32
☆☆	Fukoku Mutual Life	3.25
☆☆	Sumitomo Life	3.15
☆☆	Meiji Yasuda Life	3.02
☆☆	Axa Life	2.96
☆☆	Japan Post	2.93
☆☆	Nippon Life	2.78
☆☆	Daido Life	2.75
☆☆	Sony Life	2.68
☆☆	Dai-ichi Life	2.68
☆☆	Asahi Mutual Life	2.50

■ Contact Center Evaluation Results

- Scores: Quality 3.80 (Industry Average 3.14)
 Performance 3.78 (Industry Average 3.15)



• Quality Evaluation Results

	Overall Evaluation	Service Structure	Communication	Handling Skills	Process	Handling of Difficult Matters
Lifenet	3.80	3.75	3.75	3.88	4.00	3.63
Industry Average	3.14	3.30	3.03	3.03	3.17	3.18

• Performance Evaluation Results

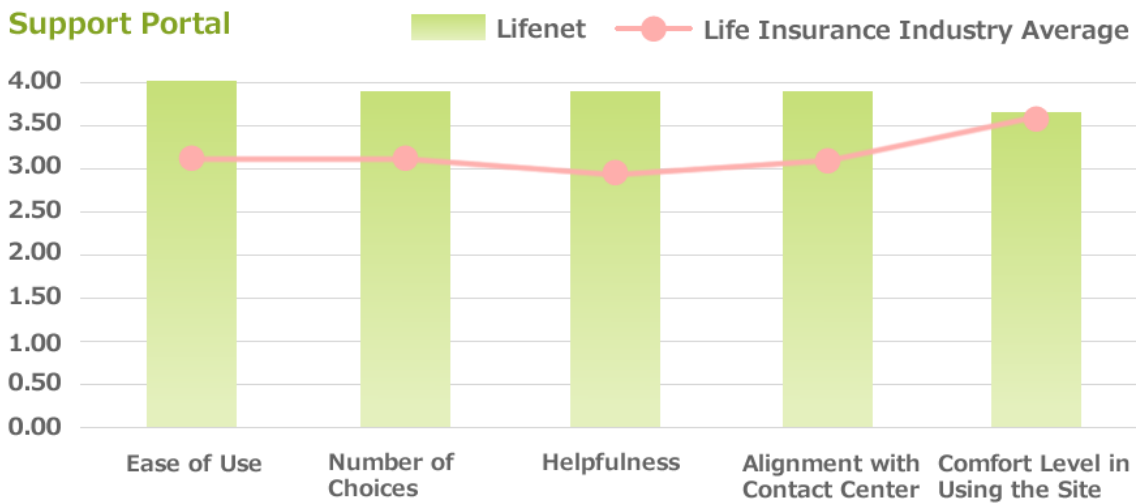
	Overall Evaluation	Average Response Speed	Unresponded Call Rate	Call length	First Contact Resolution Rate	Customer Satisfaction Rate
Lifenet	3.78	3.75	3.88	3.75	3.88	3.63
Industry Average	3.15	3.32	3.49	2.85	3.21	2.88

• Evaluator Comments

- Was able to sense a very professional confidence. Prioritized listening to the needs of the customer and calmly establish rapport. Felt assured in confiding with the staff, and that each call is valued and handled personally.
- Was able to get through easily, and the performance throughout the call was excellent from a customer perspective. There were some requests for the contact center to be open on Sundays and holidays, but this is not seen as a problem as the long business hours on other days offer sufficient support. Scores in all categories was high due to the high overall quality. Some evaluators stated that they personally will consider applying to Lifenet, an indication of the high satisfaction rate.

■ Support Portal (Website) Evaluation Results

• Score: **3.85** (Industry Average 3.16)



• Support Portal Evaluation Results

	Overall Evaluation	Ease of Use	Number of Choices	Helpfulness	Alignment with Contact Center	Comfort level in using the site
Lifenet Insurance	3.85	4.00	3.88	3.88	3.88	3.63
Industry Average	3.16	3.10	3.12	2.93	3.10	3.57

• Evaluator Comments

- Information desired is easily obtainable; a useful and simple website made from the customer perspective. The layout and text placement are thought through carefully, anticipating the information the customer is searching for. Additionally, the abundance of content that is actually and realistically helpful to the customer is stellar, making this a most helpful website.

The HDI Contact Center Rankings judges are made up of professional evaluators and consumer volunteers. The judges call the contact centers, rating each contact center from a customer perspective on a 4 point scale (no stars to three stars) set internationally by HDI. The contact center and website are critical aspects of an internet-based sales model, being the important points of contact between the company and the customer. We at Lifenet feel that these awards have again shown that our services offer customers quality support in applying for a life insurance policy with us.

About HDI (Help Desk Institution) URL: http://www.hdi-japan.com/hdi/english/En_index.asp

HDI is the world's largest membership association for the service and support industry. Founded in 1989, HDI's mission is to lead and promote the customer service and technical support industry by empowering its members through access to timely and valuable industry information, including reports and publications; encouraging member collaboration through events and forums; and establishing internationally recognized, standards-based industry certification and training programs. In addition to membership, certification, and training, HDI produces the highest-rated industry event, the HDI Annual Conference and Expo, for customer service and technical support professionals. HDI is member-focused, and remains vendor-neutral in its efforts to facilitate open, independent networking and information sharing within the association network. HDI has more than 50,000 members worldwide (including 90% of the Fortune 500). (From HDI website)

About LIFENET URL: <http://ir.lifenet-seimei.co.jp/en/>

Returning to the original purpose of life insurance - mutual support - LIFENET INSURANCE 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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