

August 22, 2012

Haruaki Deguchi, President and Founder
LIFENET INSURANCE COMPANY
(Code: 7157, TSE Mothers)

**Lifenet Awarded Bronze Stevie® Award
in the 2012 International Business Awards - Company of the Year**

- Banking, Financial Services or Insurance Category

TOKYO, August 22, 2012- LIFENET INSURANCE COMPANY (TSE Mothers 7157, President and Founder: Haruaki Deguchi) announces that the company has been awarded a Bronze Stevie® Award in the 2012 International Business Awards (IBA), Company of the Year –Banking, Financial Services or Insurance category. Lifenet also became the first Japanese financial institution to be awarded a Stevie Awards*.



■ **Company of the Year - Banking, Financial Services or Insurance**

GOLD STEVIE WINNER:

• Shinhan Card Co., Ltd. (Seoul, South Korea)

SILVER STEVIE WINNERS:

• Borro (London, United Kingdom)

• Foundation Financial Group (Florida, USA)

BRONZE STEVIE WINNERS:

• BBVA (Madrid, Spain)

• **Lifenet Insurance Company (Tokyo, Japan)**

"Lifenet is a progressive insurance provider that represents the best of innovation in the Japanese economy." - Michael Gallagher, president and founder, The Stevie Awards.

Since 2003, this award is hosted by The Stevie Awards (URL: <http://www.stevieawards.com/>). The International Business Awards are the world's premier business awards program. All individuals and organizations worldwide are eligible to submit nominations – public and private,

(*Stevie Award data)

for-profit and non-profit, large and small. The 2012 IBAs received entries from more than 50 nations and territories. More than 3,200 nominations from organizations of all sizes and in virtually every industry were submitted. Stevie Award winners were selected by more than 300 executives worldwide who participated in the judging process this year. The awards ceremony will be held in Seoul, South Korea on October 15th, 2012.

About the Stevie Awards URL: <http://www.stevieawards.com/>

Stevie Awards are conferred in four programs: The International Business Awards, The American Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.StevieAwards.com.

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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