

February 1, 2013

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

## **Lifenet starts sales of insurance products by affiliated insurance planners on February 1**

**Direct counseling now available for customers considering life insurance, offering a system that will allow better understanding of life insurance before joining a policy.**

TOKYO, February 1, 2013 - LIFENET INSURANCE COMPANY (“Lifenet”; TSE Mothers 7157, President/Founder: Haruaki Deguchi, URL: <http://ir.lifenet-seimei.co.jp/en/> ) announces that it has started sales of life insurance products by affiliated insurance planners (salespersons of life insurance agencies) today, February 1, 2013, providing customers with the option of receiving direct counseling on life insurance and products.

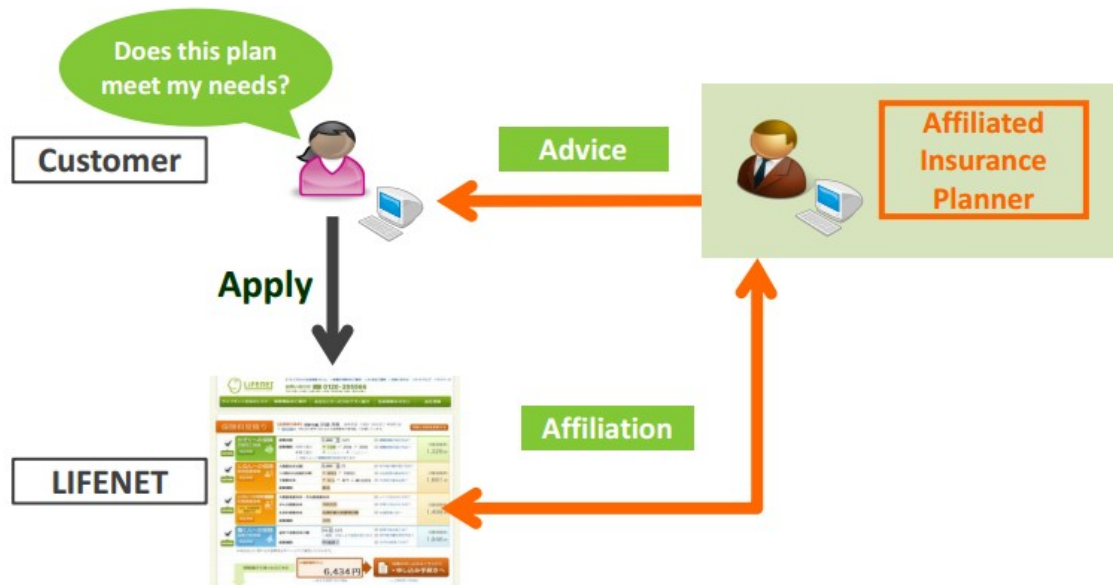
We at Lifenet believe that it is critical that customers fully comprehend the life insurance products they purchase. The affiliated insurance planners will offer individuals seeking advice on life insurance a better understanding of life insurance and products, allowing for them to make the best decisions about their life insurance choices before applying for a policy.

Lifenet had started the recruitment of affiliated insurance planners in October 2012, and received applications greatly exceeding the number of available positions from all over the country. Since then, we have conducted information sessions and interviews to select a group of six highly experienced and knowledgeable individuals from four agencies for the initial launch of this new service. These individuals have completed training on Lifenet’s products and services in January 2013, and proved to be individuals that can offer customers the best advice and counseling.

Lifenet plans to continuously increase the number of affiliated insurance planners in the coming months. Additional information on our affiliated insurance planners will be provided on the Lifenet website from March 2013.

## ■ Overview of Affiliated Insurance Planners

Affiliated insurance planners provide advice and make suggestions on insurance products that best meet the needs of the customer from a wide variety of insurance products.



Note: Applications for policies will be submitted via the internet by the customer, not by the affiliated insurance planner.

Lifenet was founded with the desire to halve insurance premiums to contribute to the creation of a society where individuals do not have to worry about having and raising children. This goal, alongside our Manifesto to offer simple, convenient and competitively priced products, are the pillars in our journey to continue to meet and exceed the expectations of our customers.

**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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LIFENET INSURANCE COMPANY

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