




May 2, 2014
 Daisuke Iwase, President & COO
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

Lifenet starts sales of the revised term life product “Kazoku” and new whole-life medical products New “Jibun” and New “Jibun” for Women today
Simultaneously started a month-long campaign offering a chance to win prizes by requesting for brochures or applying for new policy

TOKYO, May 2, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the starting of sales of the revised term life product “Kazoku” and new whole-life medical products New “Jibun” and New “Jibun” for Women today.

<p>Term Life “Kazoku”</p> 	<p>Revised premium to be the lowest premium level in the industry^(*) while extensive coverage remains unchanged</p> <ul style="list-style-type: none"> • Wide range of claim amounts is available, from 5 million yen to 100 million yen • Same coverage regardless of illness, accident or natural disaster • Extending insurance term to a maximum age of 80
<p>Whole-life Medical New “Jibun”</p> 	<p>Extensive lifetime coverage at the reasonable premiums <small>Economy plan</small></p> <p>More extensive coverage <small>Recommended Plan</small></p> <ul style="list-style-type: none"> • Covers one-day hospitalizations • Unlimited payment days for hospitalizations due to the 3 major lifestyle-related diseases (cancer, heart disease and stroke) <small>Recommended Plan</small> • Lump-sum payment upon cancer diagnosis and advanced medical care also covered <small>Recommended Plan</small> • Fixed premium
<p>Whole-life Medical New “Jibun” for Women</p> 	<p>Extensive lifetime coverage at the reasonable premiums <small>Economy plan</small></p> <p>More extensive coverage for women <small>Recommended Plan</small></p> <ul style="list-style-type: none"> • Extensive coverage for illnesses specific to women • Covers one-day hospitalizations • Unlimited payment days for hospitalizations due to the 3 major lifestyle-related diseases (cancer, heart disease and stroke) <small>Recommended Plan</small> • Lump-sum payment upon cancer diagnosis and advanced medical care also covered <small>Recommended Plan</small> • Fixed premium

For the detail about our new products, please see the news release on April 1, 2014
<http://pdf.irpocket.com/C7157/YWWN/sCj1/PV6O.pdf>

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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