NEWS RELEASE

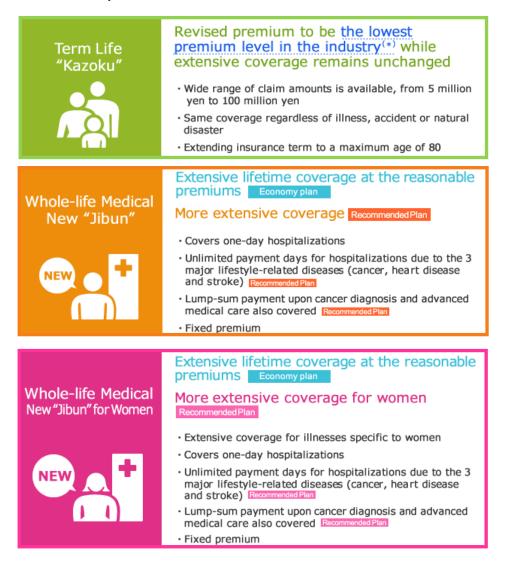


May 2, 2014 Daisuke Iwase, President & COO LIFENET INSURANCE COMPANY (Securities Code: 7157, TSE Mothers)

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: <u>http://ir.lifenet-seimei.co.jp/en/</u>) 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.



For the detail about our new products, please see the news release on April 1, 2014 http://pdf.irpocket.com/C7157/YWWN/sCj1/PV60.pdf



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

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.

Contact: Corporate Development Department, Investor Relations Tel: +81-3-5216-7900 e-mail: <u>ir@lifenet-seimei.co.jp</u>

Disclaimer: This is a summarized translation of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.