

January 10, 2013
Haruaki Deguchi, President/Founder
LIFENET INSURANCE COMPANY
(Securities Code: 7157, TSE Mothers)

Lifenet #2 in Industry for “Uniqueness” and “Innovativeness/Progressiveness”

Image Survey affirms corporate brand recognition increased fivefold in the past three years. Number 5 choice for “life insurance policy you want to join”

TOKYO, January 10, 2013 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the company's results in the “9th Image Survey on Life Insurance Companies” conducted by MyVoice Communications, Inc (<http://myvoice.co.jp>, President: Kazuhisa Takai). The results ranked Lifenet second in the industry of subjected 34 life insurance companies (including mutual aid associations) in the “unique life insurance company” and “innovative/progressive life insurance company” categories.

- **2nd in “unique life insurance company” category amongst the subjected 34 life insurance companies, following Aflac (Chart 1)**
- **2nd in “innovative/progressive life insurance company” category amongst the same 34 life insurance companies, also following Aflac (Chart 2)**
- **5th in “life insurance policy you want to join”, following Aflac, Kenmin Kyosai (mutual aid association), Japan Post Insurance, and Nippon (Chart 3)**
- **Corporate brand recognition at 39.6%, a fivefold increase from the 8.3% in the same survey conducted three years ago (Chart 4)**

Since commencing business operations in May of 2008, Lifenet has created and spearheaded a new industry now known as “Online Life Insurance”. The results of the MyVoice survey reflect the various unique ventures taken by the company.

- Initial Public Offering made on Tokyo Stock Exchange Mother's after three years and ten months of commencing business operations. (March 2012)
- "Hataraku Hito" (Personal long-term disability) product launched; the first comprehensive income protection insurance product for individuals in Japan's life insurance market. (February 2010)
- Copayment-linked medical insurance “Jibun Plus” (with cancer and advanced medical care coverage) product launched. (October 2012)
- Simplifies claims process to not require submission of medical certificates for most medical policy claims (October 2012)
- Japan's first mobile online life insurance application site launched. (June 2009)
- Only life insurance company in Japan to disclose load charge rates (November 2008)

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.

LIFENET INSURANCE COMPANY

Chart 1: “Unique life insurance company”

Question: Please choose the life insurance companies you find to be unique (multiple answers allowed)

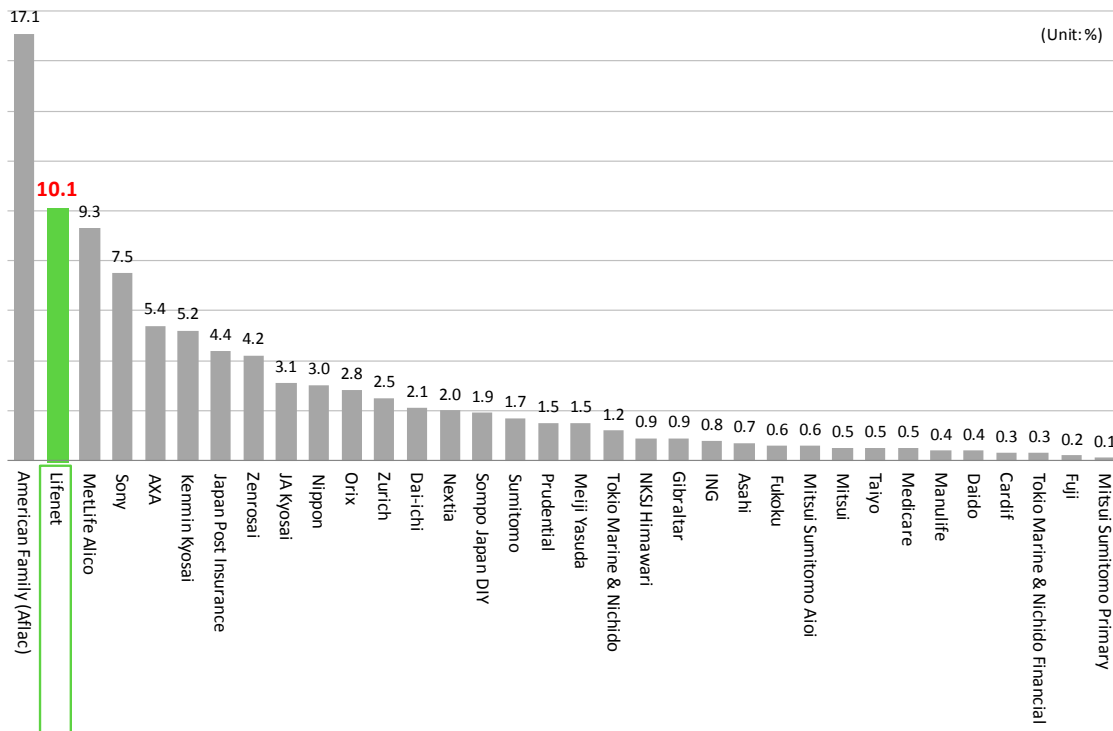


Chart 2: “Innovative/progressive life insurance company”

Question: Please choose the life insurance companies you find to be innovative/progressive (multiple answers allowed)

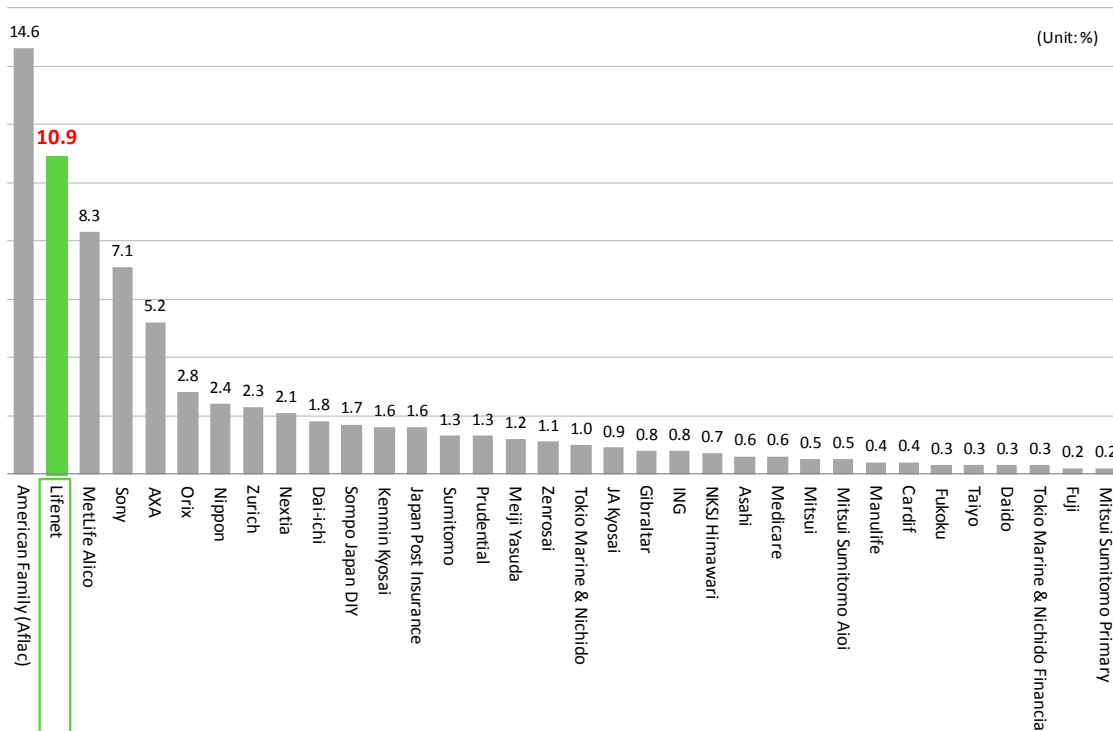


Chart 3: “Life insurance policy you want to join”

Question: Please choose the life insurance company you would like to join (single answer)

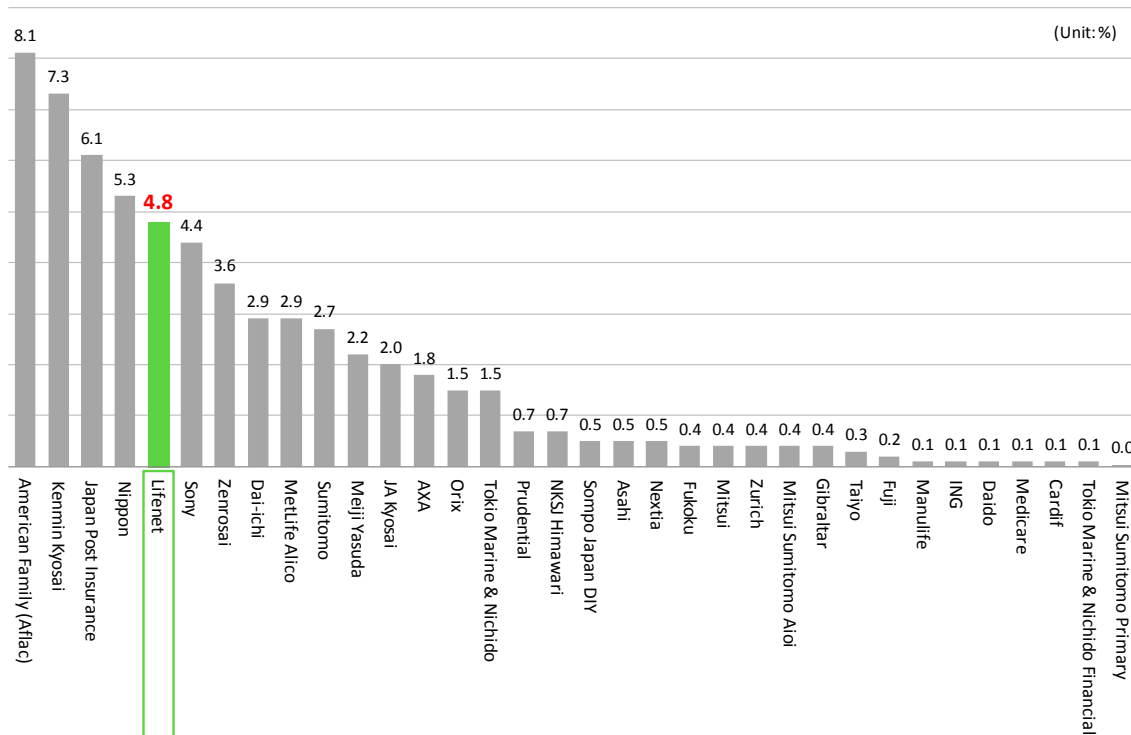
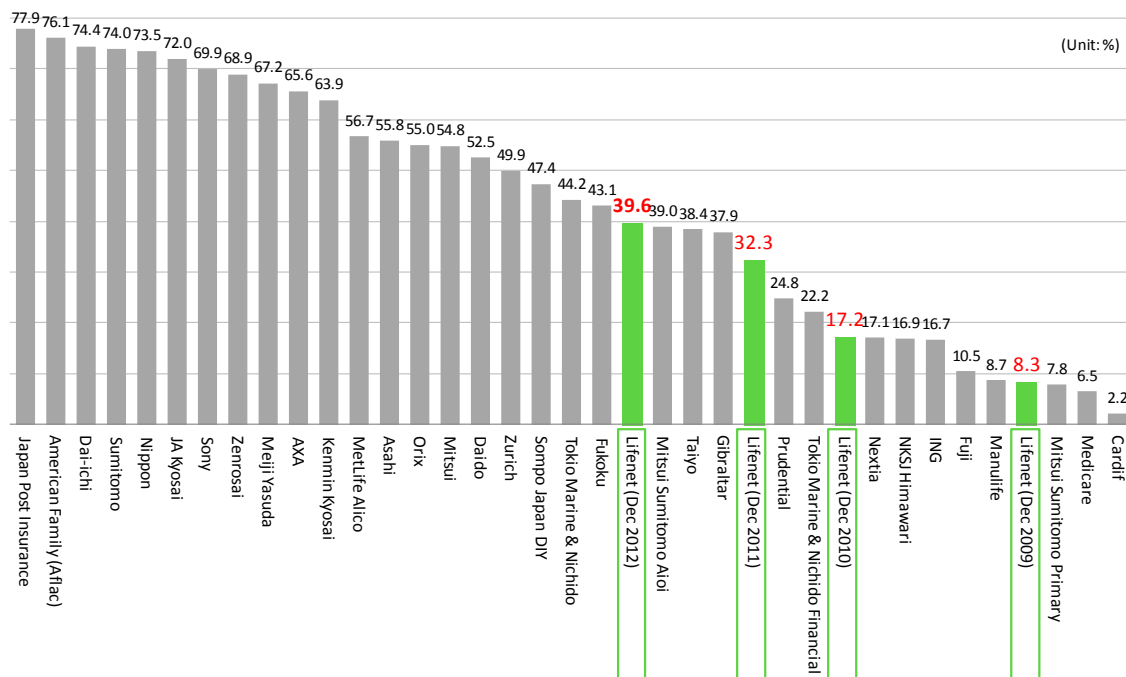


Chart 4: “Corporate brand recognition”

Question: Please select all the life insurance companies you know (multiple answers allowed)



Note: Results from December 2012 survey. Results for all surveys conducted from December 2009 - December 2012 shown for Lifenet only.

“9th Image Survey on Life Insurance Companies” Survey Outline

Participants : MyVoice members
Surveying Method : Internet survey
Duration : December 1, 2012 – December 5, 2012
Sample Size : 11,651
Surveying Organization : MyVoice Communications, Inc
Survey Results : <http://www.myvoice.co.jp/biz/surveys/17309/index.html>

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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