

October 4, 2012

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

Lifenet starts general recruitment of affiliated insurance planners to promote spread of its insurance products

Lifenet simultaneously discloses agent commission rates

TOKYO, October 4, 2012 - LIFENET INSURANCE COMPANY (“Lifenet”; TSE Mothers 7157, President/Founder: Haruaki Deguchi, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that it will start the recruitment of affiliated insurance planners (salespersons of life insurance agencies) who support Lifenet’s principles and the concept of its products to further promote the spread of Lifenet insurance products from October 4, 2012.

Lifenet launched its personal long-term disability insurance “Hataraku-Hito” in February 2010 and our term medical insurance “Jibun Plus” on October 2, 2012. Both products are a result of our quest to develop revolutionary insurance products that meet the lifestyles of the Japanese people of the 21st century. By recruiting affiliated insurance planners, Lifenet will expand awareness of its products and provide a channel through which individuals interested in taking out life insurance can take counsel directly.

In conjunction with recruiting affiliated insurance planners, Lifenet will also disclose its agent commission rates. In New York, in order to maintain transparency regarding fees, it is required for insurance sellers to disclose the amount of commission they receive upon request from a customer. While this law in New York is intended to ensure the best advice from independent agents, we have decided to disclose the commission our agents receive for insurance selling, based on the belief that thorough information disclosure is a fundamental factor in providing services that earn the trust of customers. This follows Lifenet’s full disclosure of loading premium rates, which have been disclosed since November 2008.

■ Requirements for Lifenet affiliated insurance planners

- (1) Supports Lifenet’s principles (Manifesto) and the product concepts
- (2) Is a currently life insurance seller (whether as a corporate agent or an individual agent)
- (3) Complies with laws and regulations including the Insurance Business Act and possess high moral standards and accountability

* Recruitment will initially be limited to a maximum of 30 people. If there is a large number of applicants, Lifenet will increase this limit after making the necessary adjustments.

* The agent to which the affiliated insurance planner belongs will be screened separately.

■ Terms of Commission

The terms of commission for Lifenet's agents are as follows.

Agent commission rate : 7.5% of monthly premium

Period of commission payment : Up to 5 years (60 months)

* These are the same as the terms for agents with which Lifenet currently has outsourcing contracts (as of October 4, 2012)

■ Services scheduled for affiliated insurance planners

- (1) Regular seminars with affiliated insurance planners held at Lifenet's office (Kojimachi, Chiyoda-Ku, Tokyo)
- (2) Listing on Lifenet's website as an affiliated insurance planner accredited by Lifenet
- (3) Permission to print business cards as an affiliated insurance planner accredited by Lifenet

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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