

April 3, 2014

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

Lifenet's Main Product "Kazoku" Ranked 1st in Kakaku.com Insurance Award 2013 – Internet Category

TOKYO, April 3, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that the company's core product – term life insurance "Kazoku" – has been ranked number 1 in the "Kakaku.com Insurance Award 2013 – Internet Category".

■ Ranked First in "Kakaku.com Insurance Award 2013 – Internet Category"

Lifenet Insurance Company's term life insurance product "Kazoku" was the most popular insurance product from January through December 2013, receiving the highest number of applications in the Internet insurance category of Kakaku.com Insurance, the sales agent company of insurance products.



■ Revision of core term life product "Kazoku" from May 2, 2014. Revised insurance premiums will be the lowest premium levels in the industry*1 for a wide age range of customers.

Lifenet would like to provide more opportunity to save on insurance premiums, a cost that many families allot a large portion of their budgets to, and as a result has decided to review its core products; term life product "Kazoku" including the revamp of insurance premiums. Revised insurance premiums will be the lowest premium levels in the industry*1 for a wide age range of customers.

Details of the product revisions are as follows:

<http://pdf.irpocket.com/C7157/YWWN/sCj1/PV6O.pdf>

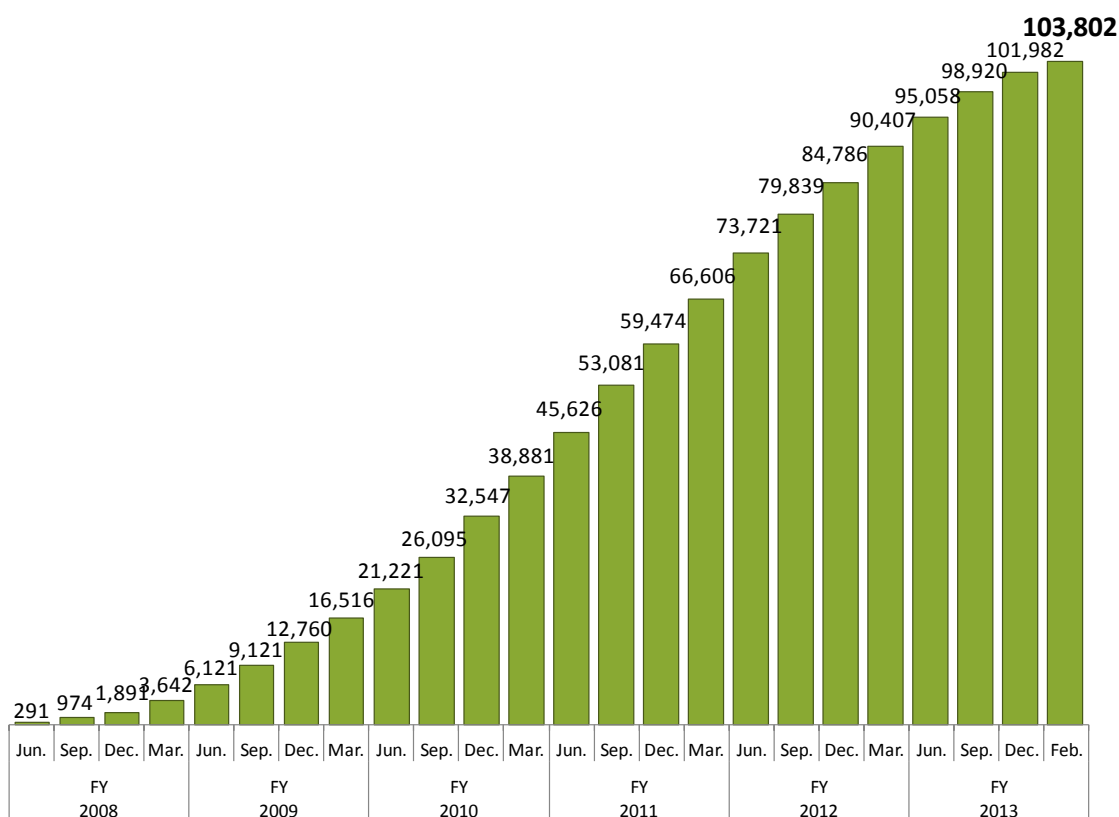


*1 Comparison of Lifenet and 3 other online life insurer's term life insurance products (excluding risk sub-divided insurance products) under the following conditions: Insurance coverage amount 10,000 thousand yen / Insurance term 10 years.

■ **Policies-in-force of Term Life “Kazoku” exceeded 100,000.**

Lifenet’s term life insurance product “Kazoku” is recommended for customers who are interested in a product that will financially protect their families in the event something should happen to the policyholder, and is a product that meets the needs of the generations in the midst of parenthood who require large coverage. This product is pure protection type and a simple product with no dividends or surrender value. The number of policies-in-force for the term life insurance “Kazoku” has exceeded 100,000 in October 2013, and is continuing to increase.

■ **Policies-in-force of Term Life “Kazoku”**



*1 The numbers as of Feb. 2014 are preliminary and may be different from the final settlement report.

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.

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

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.