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 LIFENET INSURANCE COMPANY
 (Code: 7157, TSE Mothers)

Lifenet the First Company in Japan* to Accept Applications for Life Insurance Policies from Smartphones ~ Improving to Better Meet Customer Needs ~

TOKYO, June 28, 2012- LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/ Founder: Haruaki Deguchi) announces that it has started a service to accept applications for life insurance products via its website for smartphones.

Since commencing operations in May 2008, Lifenet has endeavored to continuously improve to provide customers with necessary information in a more comprehensive and convenient manner than any other. On June 28th 2012, Lifenet became the first insurance provider in Japan to accept applications for life insurance policies via smartphones, allowing for customers to use computers, feature phones and smartphones to make estimates and apply for policies 24 hours a day.


*Lifenet Insurance (June 2012)

Main features of the smartphone website

The smartphone website has been providing services to request for pamphlets via the smartphone page since March of 2011, and as of today, June 28th, Lifenet has added the following features to this site:

1. Applying for life insurance policies
2. Addition of the “My Page” function, allowing for customers to access their account from smartphones and computers
3. Access to pages with information on life insurance policy selection

Using the smartphone website

URL	Access the following URL http://mobile.lifenet-seimei.co.jp or search for “Lifenet”	 <p>The screenshot shows the Lifenet mobile website interface. At the top, it says '生命保険ならライフネット生命保険' (Life Insurance is Lifenet Life Insurance). Below that is the Lifenet logo and 'ライフネット生命公式サイト' (Lifenet Life Insurance Official Site). There are three main buttons: '資料請求はこちら(無料)' (Request materials here (free)), '見積りトライ(保険料見積り)' (Estimate trial (insurance cost estimate)), and '保険お申し込みへ' (To insurance application). Below the buttons, it says 'お気軽にお問い合わせください' (Please contact us easily) with a phone icon and the number '0120-717993'. There is a search bar with two dropdown menus: 'ライフネット生命について' (About Lifenet Life Insurance) and 'マイページ(ログイン)' (My Page (Login)). At the bottom, there is a section titled '保険商品のご案内' (Insurance products introduction) with four items: '死亡保険(定期)かそくへの保険' (Insurance for death insurance (term) contract), '医療保険(終身)じぶんへの保険' (Insurance for medical insurance (whole life) for yourself), '就業不能保険 働く人への保険' (Insurance for inability to work for working people), and '長期入院や在宅療養に備える' (Preparation for long-term hospitalization or home care).</p>
Device types	Android2.2 and above iPhone, iPod touch Note: Some models may not be compatible	
Notes	Some customers, such as those with medical conditions requiring declaration, are required to use the computers to apply	

Lifenet will continue to improve its services to provide customers with the most comprehensible website possible.

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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