

November 14, 2012
Haruaki Deguchi, President/Founder
LIFENET INSURANCE COMPANY
(Securities Code: 7157, TSE Mothers)

Lifenet's Contact Center and Website Awarded Three Stars in the 2012 HDI Contact Center Rankings

"The information wanted is easily obtained on the website, and is from a consumer perspective."

"The interaction was overall very trustworthy. Each inquiry is important and valued."

TOKYO, November 14, 2012- LIFENET INSURANCE COMPANY ("Lifenet", TSE Mothers 7157, President and Founder: Haruaki Deguchi, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that the company has been given the highest rating of three stars in the 2012 HDI Contact Center Rankings (Life Insurance Industry) in two categories, "Contact Center" and "Support Portal (Website)", hosted by HDI-Japan (Help Desk Institute/ThinkService Inc.).

■ Received Three Stars in two categories in the 2012 HDI Contact Center Rankings (Life Insurance Industry)

Contact Center



Support Portal (Website)



The HDI Contact Center Rankings judges are made up of professional evaluators and consumer volunteers. The judges call the contact centers, rating each contact center from a customer perspective on a 4 point scale (no stars to three stars) set internationally by HDI.

The contact center and website are critical aspects of an internet-based sales model, being the important points of contact between the company and the customer. We at Lifenet feel that these awards have again shown that our services offer customers quality support in applying for a life insurance policy with us. These awards and our policies-in-force exceeding 150,000 on November 12, are significant benchmarks, proving both quantitatively and qualitatively that our products and services are recognized widely.

■ Comments from the Judges

◆ Contact Center

"The interaction was overall very trustworthy. Prioritizing the customer's needs, s/he asked many questions, calmly building rapport with the customer. Each inquiry is important and valued."

◆ Support Portal (Website)

"The information wanted is easily obtained, and the website overall is very simple and from a consumer perspective. There is additional content beneficial and helpful for the customer, and overall, the site is very accommodating."

LIFENET INSURANCE COMPANY

About HDI (Help Desk Institution) URL: http://www.hdi-japan.com/hdi/english/En_index.asp

HDI is the world's largest membership association for the service and support industry. Founded in 1989, HDI's mission is to lead and promote the customer service and technical support industry by empowering its members through access to timely and valuable industry information, including reports and publications; encouraging member collaboration through events and forums; and establishing internationally recognized, standards-based industry certification and training programs. In addition to membership, certification, and training, HDI produces the highest-rated industry event, the HDI Annual Conference and Expo, for customer service and technical support professionals. HDI is member-focused, and remains vendor-neutral in its efforts to facilitate open, independent networking and information sharing within the association network. HDI has more than 50,000 members worldwide (including 90% of the Fortune 500). (From HDI website)

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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