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

Lifenet's Contact Center Awarded "2013 CRM Best Practice Award" and "Fuji Sankei Business Eye Award"
Lifenet's contact center service based on its Manifesto to offer simple, convenient and competitively priced products is recognized

TOKYO, November 13, 2013 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that Lifenet has been awarded with the "2013 CRM Best Practice Award" sponsored by CRM Association Japan (CEO & Representative Chairman Junkyo Fujieda), and the "Fuji Sankei Business Eye Award" which is granted to one company amongst the winners of the CRM Best Practice Award.



- **2013 CRM Best Practice Award**
Lifenet Insurance Company
Contact Center
- **Fuji Sankei Business Eye Award**
Lifenet Insurance Company
Contact Center

■ **Details of 2013 CRM Best Practice Award**

"CRM Association-Japan commends the companies who distinguish themselves in the field of CRM activity by evaluating what they have done every year. Each selected firms and companies make a presentation and explain what they have done at the annual convention." (from CRM Association Japan's website: http://www.crma-j.org/english/best_practice/best_practice_02.html)

The strategy, operations, and organizational structure of Lifenet's Contact Center has been evaluated highly as being "effective in building a good relationship with the customers, and is a model CRM case."

■ **Details of Fuji Sankei Business Eye Award**

The Fuji Sankei Business Eye Award is granted to one company or organization from the winners of the CRM Best Practice Award.

Lifenet's vision to halve insurance premiums to create a society where the people can comfortably have and raise children, to have zero nonpayments, and to develop comparative information along with Lifenet's Manifesto are the core of all operations and in the minds of all the staff in the Contact Center, and for these reasons, Lifenet has been granted with this award.

- Our Manifesto <http://ir.lifenet-seimei.co.jp/en/company/manifesto.html>

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.

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