

December 20, 2012
 Haruaki Deguchi, President/Founder
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

Election of New Executive Officers

TOKYO, December 20, 2012 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that it resolved to elect new Executive Officers at the Board of Directors Meeting held on December 19, 2012.

Newly Elected Executive Officers (Effective January 1, 2013)

Name	New Position	Previous Position
Kohei Katada	Executive Officer of Corporate Development Department and Director of Corporate Development Department	Director of Corporate Development Department
Gen Suzuki	Executive Officer of Customer Service Department and Director of General Affairs Department	Director of General Affairs Department

(Reference) Executive Officers after January 1, 2013

Name	Position
Haruaki Deguchi	Founder/President Executive Officer of Internal Auditing Department
Daisuke Iwase	Co-founder/Representative Director Executive Officer of General Affairs Department, Accounting Department, Product Development Department, Actuarial Department, Finance Department and Information Technology Department
Kazuko Nakada	Executive Managing Director Executive Officer of Marketing Department and Customer Contact Center
Shunichiro Higuchi	Executive Managing Director Executive Officer of Legal Department, Risk Management Department and Customer Affairs Department
Kohei Katada	Executive Officer of Corporate Development Department and Director of Corporate Development Department
Gen Suzuki	Executive Officer of Customer Service Department and Director of General Affairs Department

LIFENET INSURANCE COMPANY

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.

Contact:

Corporate Development Department, Investor Relations

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.