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April 6, 2012

Haruaki Deguchi, President/Founder

LIFENET INSURANCE COMPANY

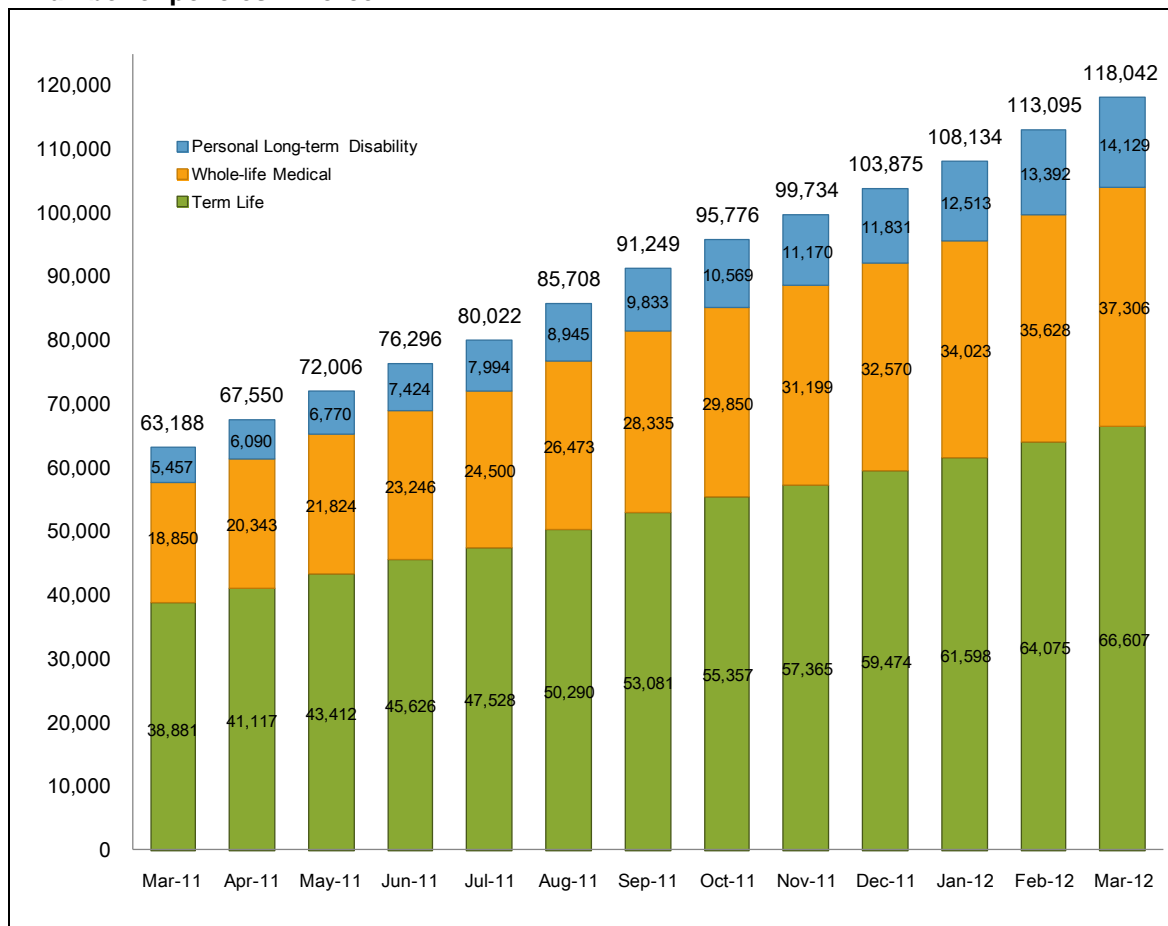
(Code: 7157, TSE Mothers)

MARCH 2012: MONTHLY DISCLOSURE

- Initial Public Offering on the Tokyo Stock Exchange's Mothers -

TOKYO, April 6, 2012 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi) announces March 2012 monthly sales performance.

Number of policies-in-force



Our steady growth of policies-in-force has been driven by the public's increasing support and interest in our company's Manifesto; to offer simple, convenient and competitively priced products and services based on the highest levels of business integrity. We will continue to build our customers' trust and satisfaction by improving our website and contact center, by ensuring thorough and transparent disclosure of information, and by adhering to our Manifesto, offering our products and services twenty four hours a day, seven days a week through the convenience of our website.

(Manifesto of LIFENET <http://ir.lifenet-seimei.co.jp/en/company/manifesto.html>)

LIFENET INSURANCE COMPANY

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Number of new business and policies-in-force (preliminary report) ^{*2}

Number of new business (month)	Mar. 2012	Mar. 2011
Number of applications	8,185	6,891
Number of new business	5,625	4,509
Sum insured of new business ^{*3} (JPY million)	45,118	39,112
Annualized premium ^{*1} (JPY million)	227	182
- excl. death coverage (JPY million)	108	80

Number of new business (accumulated total)	Apr. 2011 - Mar. 2012	May. 2008 - Mar. 2012 ^{*4}
Number of applications	91,561	191,207
Number of new business	60,725	127,474
Sum insured of new business ^{*3} (JPY million)	487,141	1,192,824
Annualized premium ^{*1} (JPY million)	2,468	5,303
- excl. death coverage (JPY million)	1,177	2,180

Number of policies-in-force	End of Mar. 2012	End of Mar. 2011
Number of policies-in-force	118,042	63,188
- "Kazoku": Term Life	66,607	38,881
- "Jibun": Whole-life Medical	37,306	18,850
- "Hataraku Hito": Personal Long-term Disability	14,129	5,457
Sum insured of policies-in-force ^{*3} (JPY million)	1,105,307	668,081
Annualized premium ^{*1} (JPY million)	4,870	2,659
- excl. death coverage (JPY million)	1,992	937

*1: Annualized premium is the amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments for Lifenet Insurance Company products are in monthly installments, thus the annualized premium is calculated as multiplying the monthly premium by 12 months.

*2: This report is preliminary and may be different from the final settlement report.

*3: Sum insured of new business and sum insured of policies-in-force are the sum of death coverage, and do not include medical and survival coverage.

*4: Accumulated since the commencement of business operations on May 18, 2008.

Topics

Mar. 5 2012 Stevie® Awards for Sales & Customer Service – Bronze Stevie Winner

Mar. 15 Initial Public Offering made on the Tokyo Stock Exchange's Mothers

About LIFENET URL: <http://ir.lifenet-seimei.co.jp/en/index.html>

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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