

May 15, 2012
Haruaki Deguchi, President/Founder
LIFENET INSURANCE COMPANY
(Code: 7157, TSE Mothers)

Announcement of Change to the Board of Directors

TOKYO, May 15, 2012 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi) hereby announces that the proposal on the changes to the Board of Directors was approved at the Board of Directors' Meeting held today, May 15th, 2012. The following changes will be effective as of June 24th 2012, when they will be decided at the Annual General Meeting of Shareholders.

1. Candidates for New Board of Directors (To be proposed on June 24th, 2012)

Executive Managing Director	Shunichiro Higuchi Corporate Advisor of LIFENET INSURANCE COMPANY Former President of Policy Research Institute, Ministry of Finance
External Director	Sakuya Fujiwara Former Deputy Governor of the Bank of Japan
External Director	Yoko Kurita (Ishikura) Professor - Graduate School of Media Design, Keio University
External Director	Kazunari Uchida Professor - Faculty of Commerce, Waseda University Former Senior Partner of the Boston Consulting Group

2. Resignation of Board Directors (Scheduled on June 24th, 2012)

Managing Director	Matahiro Daisai
External Director	Kiyoshi Nishikawa
External Director	Masaaki Koizumi
External Director	Toshio Inoue

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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

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