

February 5, 2013
 Haruaki Deguchi, President/Founder
 LIFENET INSURANCE COMPANY
 (Code: 7157, TSE Mothers)

Policies-in-force exceeded 160,000 on January 30, 2013

TOKYO, February 5, 2013 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/ Founder: Haruaki Deguchi URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that its number of policies-in-force exceeded 160,000 on January 30, 2013.

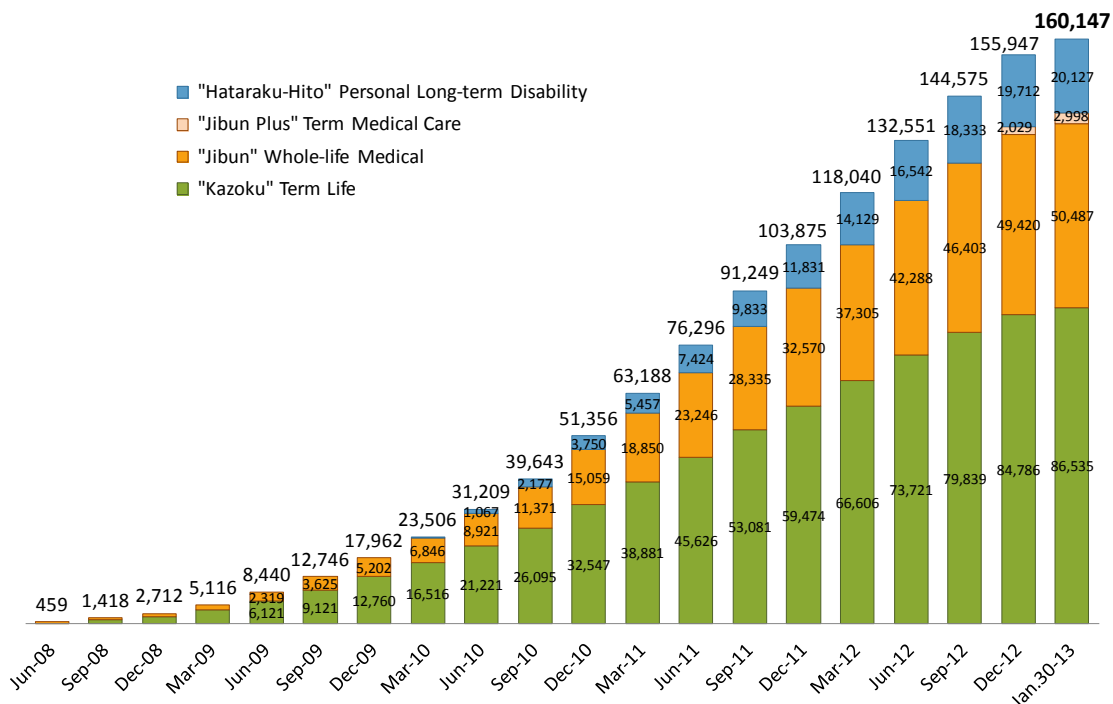
Some of Lifenet's major accomplishments after exceeding 150,000 policies-in-force on November 12, 2012 are as follows:

- Lifenet's Contact Center and Website ranked first in the industry by HDI-Japan
- Lifenet's long-term disability product ranked number One Weekly Economist's "Product Ranking by Influential Financial Planners" Long-Term Disability and Income Protection Insurance Category (In the November 27 edition Weekly Economist, published by The Mainichi Newspapers)
- Lifenet ranked Number Two for "Uniqueness" and "Innovativeness/Progressiveness", and Number Five for "life insurance policy you want to join" in the life insurance industry (MyVoice Communications, Inc survey)

Alongside our Manifesto to offer simple, convenient and competitively priced products, Lifenet will continue to meet and exceed the expectations of our customers.

Numbers of policies-in-force

Numbers on Jan. 30, 2013, are preliminary and may be different from the final settlement report.



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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