

July 31, 2012

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

Lifenet Awarded the Best Contact Center of the Year 2012 Recognition Prize

TOKYO, July 31, 2012- LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/ Founder: Haruaki Deguchi) announces that the company has been awarded the Best Contact Center of the Year 2012 Recognition Award for Quality Improvement. This award is hosted by the Japan Institute of Information Technology (URL: <http://www.jiit.or.jp/>).

Best Contact Center of the Year 2012 for Recognition Prize:



Since 1998, The Japan Institute of Information Technology (JIIT) has awarded domestic companies in all industries for their excellence in contact center operations. This year, ten companies including Lifenet have been awarded and recognized for their stellar contact center performance. Lifenet's contact center was acclaimed for its goal to prioritize customer satisfaction over efficiency, and for the system stemming from the contact center to actively reflect the Voice of the Customer (VOC) to continuously improve operations.

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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