

June 27, 2013

Daisuke Iwase, President & COO
LIFENET INSURANCE COMPANY
(Securities Code: 7157, TSE Mothers)

Policies-in-force exceeded 180,000 on June 24, 2013

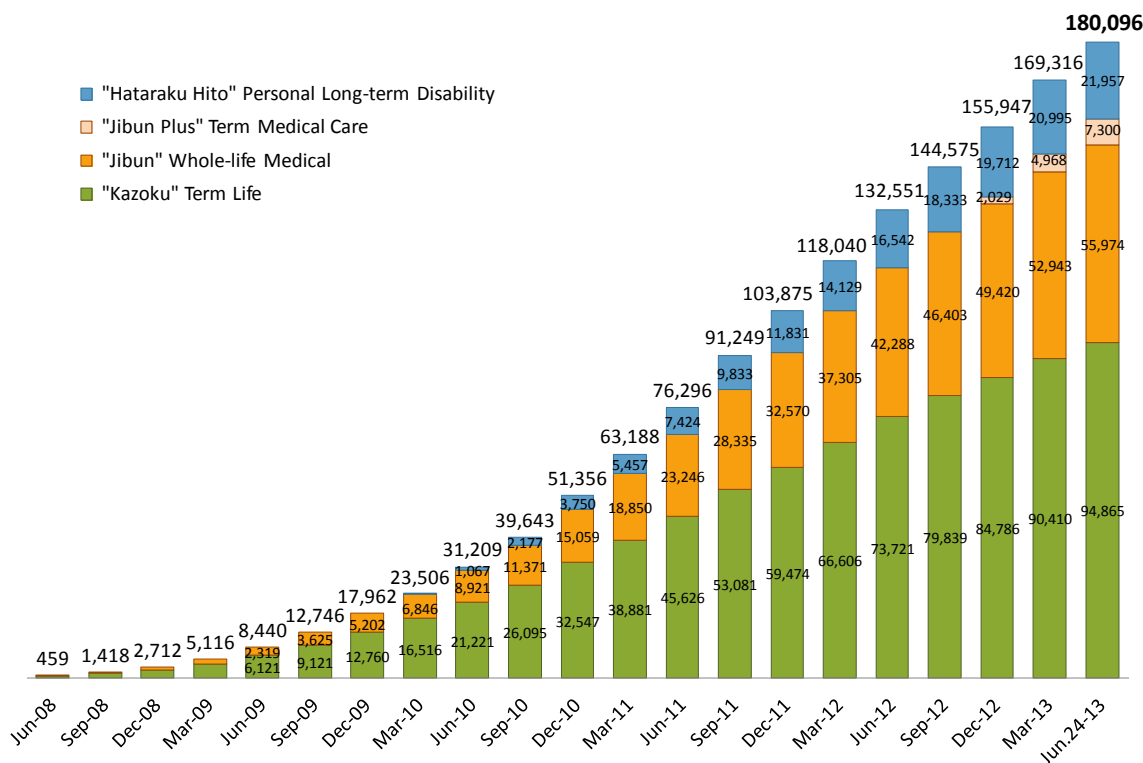
TOKYO, June 27, 2013 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase) announces that its number of policies-in-force exceeded 180,000 on June 24, 2013.

Since exceeding 170,000 policies-in-force on April 8th, we at Lifenet have continued to actively evolve with the constant changes of the internet environment, renewing our smartphone site on April 25th, and announcing the enhancement of our services for iPads on June 12. The change in our management and formulating our new mid-term business plan leading up to fiscal 2015 were also disclosed on May 15.

Lifenet will continue to endeavor to meet and exceed the expectations of our customers in this new stage.

Numbers of policies-in-force

Numbers on Jun. 24, 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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