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(Code: 7157, TSE Mothers)

Lifenet ranked as the number one recommended death coverage insurance product by professionals in Weekly Economist

TOKYO, June 25, 2012- LIFENET INSURANCE COMPANY (TSE Mothers 7157) announces that the company has been awarded first place in the “Recommended Products by Professionals” ranking of the death coverage category. This ranking is hosted by the Magazine “Weekly Economist” (The Mainichi Newspapers) issued on June 26, 2012.



The magazine asked 20 financial planners to list three insurance products they would recommend in each of the four following insurance categories; “death coverage”, “medical insurance”, “cancer insurance”, and “educational endowment”. Products listed at the top of each respondent’s list received three points, the second: two points, and the third: one point. All points were compiled to compose the ranking.

Lifenet’s term-life product “Kazoku”, awarded first place in the death coverage category, received high evaluations for its simplicity, cost-competitiveness, and easiness in application. Lifenet’s other two products, “Jibun”, its medical insurance product, and “Hataraku Hito”, personal long-term disability insurance, were both ranked sixth in the medical insurance category.

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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