

April 25, 2013

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

Lifenet IR Website Ranked 1st in Activeness and Innovativeness of Disclosure In Emerging Company Category of the Gomez IR Site Rankings 2013

TOKYO, April 25, 2013 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi, URL:<http://ir.lifenet-seimei.co.jp/en/>) announces that its Investors Relations website has been awarded 1st place in the Gomez IR Site Rankings 2013 under the Emerging Company Category for “Activeness and Innovativeness of Information Disclosure”. The rankings are made by the Gomez Consulting Dept. of Morningstar Japan K.K. Additionally, Lifenet has also been ranked 5th in the Emerging Company Overall Rankings.

■ 1st Place in “Activeness and Innovativeness of Information Disclosure”

Lifenet was listed as a public company on March 14, 2012 on the Tokyo Stock Exchange, Mothers and on the same day opened the Investors Relations site. Our IR Manifesto (<http://ir.lifenet-seimei.co.jp/en/irmanifesto.html>) was made alongside our overall corporate Manifesto (<http://ir.lifenet-seimei.co.jp/en/company/manifesto.html>), focusing on open communication, comprehensiveness, fairness, having long-term perspective and innovativeness as the five main guiding concepts for our IR activities. As a life insurance company with the internet as its main sales channel, we have strived for our IR site to fulfill its role as an effective source of information and communication with our investors and shareholders.

Our IR site offers visitors videos of briefing and information sessions on our financial results, transcripts of the Q&A sessions, monthly sales reports and other information regarding the status and activities of Lifenet in an proactive and timely fashion, simultaneously incorporating social media for the disclosure of information. As a result, our IR site has been ranked 1st in the Emerging Company Category for “Activeness and Innovativeness of Information Disclosure” in the Gomez IR Site Overall Rankings 2013 one year after our initial public offering. We have additionally been ranked in 18th place in the overall “Activeness and Innovativeness of Information Disclosure” of 488 companies that meet a minimum requirement

Activeness and Innovativeness of Information Disclosure Emerging Company Category	
Rank	Company name
1	Lifenet
2	Cyber Agent
3	MTI

Activeness and Innovativeness of Information Disclosure Overall Rankings	
Rank	Company name
1	Softbank
2	Capcom
3	TDK
...	
18	Lifenet

■5th in overall rankings for Emerging Companies

Lifenet has been ranked 5th in the overall rankings for Emerging Companies. We have additionally been awarded a Bronze prize in the overall rankings of 488 companies for excellence.



Total Score Emerging Company Category			
Rank	Company name	Market	Before
1	Fields	JASDAQ	1st
2	MTI	JASDAQ	4th
3	Jupiter Telecommunications	JASDAQ	2nd
4	Harmonic Drive Systems	JASDAQ	3rd
5	Lifenet	Mothers	New

Lifenet will continue to engage in investor relations activities, pursuing the timely and proactive disclosure of information while continuously improving its IR site to further meet and exceed the expectations of our investors and shareholders.

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.

<p>Contact: Corporate Development Department, Investor Relations Tel: +81-3-5216-7900 e-mail: ir@lifenet-seimei.co.jp</p>
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