

June 5, 2012

Haruaki Deguchi, President/Founder

LIFENET INSURANCE COMPANY

(Code: 7157, TSE Mothers)

**Lifenet Awarded the UCDA Awards 2012
“Easy-To-Understand” Award in the Life Insurance Website Category**

TOKYO, June 5, 2012- LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/ Founder: Haruaki Deguchi) announces that the company has been awarded the Easy-To-Understand Award in the life insurance website category in the UCDA Awards 2012. This award is hosted by the Universal Communication Design Association (UCDA) (URL: <http://www.ucda.jp/en>).

UCDA Awards 2012 for Easy-To-Understand website (life insurance website category):



“The Universal Communication Design Association (UCDA) is a general incorporated association that conducts research to improve transmission efficiency in communicating information between businesses and organizations and consumers, with the aim to contribute to their mutual benefit” (from UCDA website).

The UCDA Award is an objective third-person evaluation of the information provided by businesses. The results of the evaluation may be used for improvement. The theme of the third annual awards, the UCDA Awards 2012, is “consumer protection designs” and is targeting life insurance companies, non-life insurance companies, investment companies, and pharmaceutical companies (translation of UCDA website).

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.

Contact:

Corporate Development Department, Investor Relations

Tel: +81-3-5216-7900

e-mail: ir@lifenet-seimei.co.jp

Disclaimer: This is a summarized translation of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.