

April 11, 2013

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

Policies-in-force exceeded 170,000 on April 8, 2013

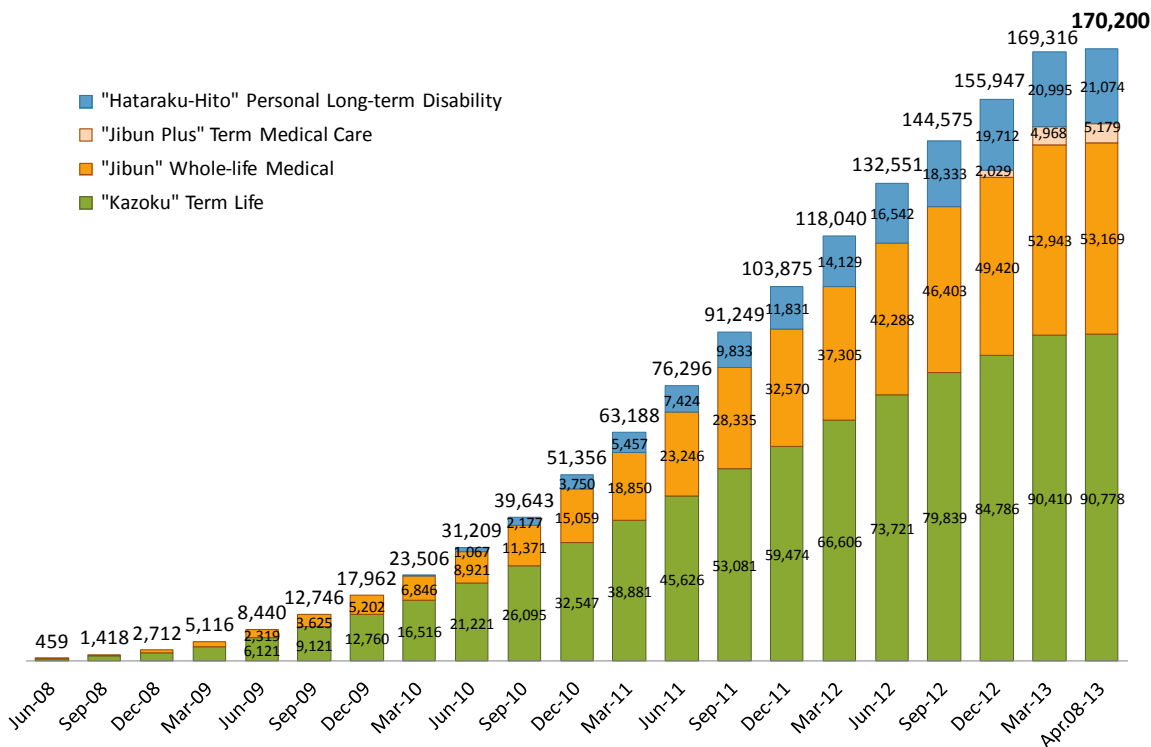
TOKYO, April 11, 2013 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/ Founder: Haruaki Deguchi URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that its number of policies-in-force exceeded 170,000 on April 8, 2013.

We at Lifenet have continued to be increasingly recognized by both individual consumers and professionals. Our number of policies-in-force exceeded 160,000 on January 30 of this year, and we have achieved 100,000 individual policy holders on February 13; 4 years and 9 months after commencing business operations. We have also been given a perfect score in Weekly Diamond's "Information Disclosure and Service System Rankings", again demonstrating that Lifenet continues to attract the attention and interest of many.

Alongside our Manifesto to offer simple, convenient and competitively priced products, Lifenet will continue to meet and exceed the expectations of our customers.

Numbers of policies-in-force

Numbers on Apr. 8, 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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