

March 12, 2011

Nippon Life Insurance Company

Aid to Policyholders Affected by the Earthquakes in Japan Centered in the Pacific Coast of Tohoku Region and Northern Nagano Prefecture

We would like to extend our deepest condolences to all people victimized by the recent earthquakes.

Nippon Life Insurance Company (President: Kunie Okamoto) has decided to offer special treatment as stated below, for policyholders victimized by the earthquakes.

1. Full Payment of Benefits for Accidental Death Due to Disaster

Under the terms of accident riders, the Company holds an option not to pay, or to reduce some portion of accidental death benefits and/or accidental hospitalization benefits in the event of earthquakes and other disasters. However, given the circumstances, Nippon Life has decided not to apply these exemption clauses to policyholders affected by the recent earthquakes, and will pay out all necessary accidental death benefits and other relevant claims to them.

2. Extension of Grace Period for Payment of Premiums

Nippon Life will extend grace periods for policyholders incapable of paying premiums for reasons associated with the earthquakes, allowing them to defer premium payment by up to six months.

3. Simplified Procedure and Fast Payment of Claims, Benefits and Policy Loans

Nippon Life will simplify some procedures and strive for faster payment, such as reducing some of the necessary documents for payment claims.

<Contact Information>

Nissay Call Center	0120-201-021 (Toll free within Japan)
Contact from overseas	81-(0)6-7662-1806 (Telephone charges apply)
Phone hours	Monday through Sunday 9:00 a.m. to 6:00 p.m.