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Nippon Life Insurance Company of America To Market Solutions As Nippon Life Benefits

Change Reflects Company's Increased Focus On Employee Benefits Solutions

New York – Nov. 17, 2008 – Nippon Life Insurance Company of America, a leading provider of employee benefits solutions to U.S. companies, today announced it will market its solutions under the brand, Nippon Life Benefits.

The change is part of a corporate re-branding initiative to refine the company's value proposition to the U.S. marketplace, while continuing to highlight its relationship and legacy to Nippon Life Insurance Company of Japan, one of the world's largest mutual life insurance companies. As part of the process, the Company conducted extensive market research with brokers and agents across the country.

“Nippon Life Benefits embodies the spirit and dedication to delivering comprehensive benefits solutions designed for the well-being of both employees and employers,” said Akira Hosoda, President and Chief Executive Officer of the Company. “The change signals to all of our clients and markets our strengthened commitment to outstanding client service, which has been the hallmark of our brand for many years.”

Nippon Life Insurance Company of America is the U.S. subsidiary of Nippon Life Insurance Company of Japan, which had assets of \$483 billion and annual revenues of \$66 billion in 2007. Nippon Life Insurance Company of Japan currently serves more than 230,000 corporate customers and 10 million policyholders.

Nippon Life Benefits specializes in serving small- to mid-tier companies by providing comprehensive medical, life, dental, disability, vision and prescription drug benefits. In 2008, NLI America had an “A-” AM Best rating.

“Nippon Life Benefits will continue to be guided by its corporate values of respect, honor, and humanity,” said Hosoda. “Every employee is committed to serving clients and members with compassion and fairness. We never forget that we're in the business of taking care of people.”

About Nippon Life Benefits

Nippon Life Benefits offers high-quality employee benefits to small- and medium-sized companies that value and respect their employees and invest in them accordingly. The company's group insurance programs provide medical, life, dental, disability, vision and prescription drug benefits. Headquartered in New York, Nippon Life Benefits is the marketing brand of Nippon Life Insurance Company of America. Nippon Life Benefits

has regional offices in New York, Chicago and Los Angeles, and a satellite office in Atlanta. For information about Nippon Life Benefits, call 1.800.937.6542, or visit www.nipponlifebenefits.com.

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