



FOR IMMEDIATE RELEASE

Nippon Life Benefits Expands Commitment To Korean Firms
Employee Benefits Provider Now Offers Customer Service In Korean

NEW YORK – Feb. 1, 2010 – Nippon Life Benefits, a leading provider of employee benefits, today announced the availability of Korean-speaking customer service representatives to help companies and their members make the most of their benefit programs.

Korean-speaking customer service representatives will be available to assist both members and policyholders with their needs, including explaining benefits, claims issues, and eligibility inquiries. Nippon Life Benefits' Korean-speaking service complements the firm's existing teams of English, Japanese and Spanish speaking customer service representatives.

The introduction of a dedicated team of Korean-speaking service representatives follows the firm's successful rollout of benefit programs to Korean companies doing business in the U.S. Nippon Life Benefits launched its Korean initiative in July 2009.

"Offering Korean-language customer service is part of our total commitment to providing extraordinary client service and enabling companies and their members to maximize their benefit options," said President & CEO, Akira Hosoda. "This expansion of our customer service capabilities reflects the success of Nippon Life Benefits in meeting the benefit needs of Korean companies in the United States."

Nippon Life Benefits is the U.S. subsidiary of Nippon Life Insurance Company, the world's largest mutual life insurance company. Rated A- (Excellent) by AM Best for financial strength in 2009, Nippon Life Benefits provides a broad portfolio of competitive health, dental, and other group insurance solutions, including access to two national networks, Aetna Signature Administrators and PHCS/Multiplan.

"Nippon Life Benefits is pleased to broaden its commitment to Korean companies by expanding its customer service," said Chief Operating Officer Jerry Patterson. "Our focus on providing world-class service and competitively priced benefits programs are the reasons a growing number of firms are choosing to work with Nippon Life Benefits."

A representative of Nippon Life Benefit's Korean customer service team can be reached at 1-877-827-8713 between 8 am and 5:30 pm Central Time, Monday through Friday.

About Nippon Life Benefits

Nippon Life Benefits offers employee benefit programs 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. Founded 20 years ago, Nippon Life Benefits has regional offices in New York, Atlanta, Chicago and Los Angeles. For information about Nippon Life Benefits, call 1.800.937.6542, or visit <http://www.nipponlifebenefits.com>.

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