



**FOR IMMEDIATE RELEASE**

**Toshihiro Nakashima Named CEO of Nippon Life Benefits**  
*Insurance and Investment Management Executive To Lead To Benefits Provider*

**NEW YORK – March 31, 2010** – Nippon Life Benefits, one of the nation’s leading providers of employee benefits, today announced the appointment of Toshihiro Nakashima as President and Chief Executive Officer.

Nakashima most recently served as General Manager of the Human Resources Development Office of Nippon Life Insurance Company, parent company of Nippon Life Benefits. Nakashima succeeds Akira Hosoda, who served as President and CEO of Nippon Life Benefits since 2006. Hosoda will rotate back to Nippon Life Insurance Company in Osaka, Japan, in an executive management position.

“Nippon Life Benefits is a dynamic company that provides world-class employee benefit programs to companies across the United States,” Nakashima said. “I am most grateful to the leadership of Akira Hosoda and the entire team at Nippon Life Benefits. I look forward to continuing to grow Nippon Life Benefits and providing cost-effective benefits programs that help employers achieve their business goals.”

Under Hosoda’s leadership, Nippon Life Benefits launched a national growth strategy that included the rollout of new plans and products and the expansion into new geographic and ethnic markets. Hosoda initiated market outreach to Korean- and Hispanic-speaking companies in the U.S. and significantly raised the company’s visibility nationwide.

“The employees of Nippon Life Benefits should be very proud of their significant achievements of the past four years,” Hosoda said. “Under Toshihiro’s direction, Nippon Life Benefits will continue to succeed because of his commitment to ensuring that every company, every member and every employee is treated with care and respect.”

Nakashima joined Nippon Life Insurance Company in 1988 in the Osaka-higashi branch and then worked in a series of investment management positions for the company. In 2001, he became CEO of Nissay Deutsche Asset Management in Singapore and returned to Nippon Life Insurance Company in March 2006. Nakashima has a Bachelor of Arts degree in Economics from Keio University in Tokyo.

Nippon Life Insurance Company is one of the world’s largest mutual life insurance company, with \$480 billion in assets, 230,000 corporate customers and 10 million policyholders. Rated A- (Excellent) by AM Best for financial strength in 2009, Nippon Life Benefits has offered benefit programs in the U.S. for 20 years.

**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 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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