



FOR IMMEDIATE RELEASE

Nippon Life Benefits Launches New Wellness Solution
National Benefits Provider Partners With Principal Wellness Company

NEW YORK – May 11, 2010 – Nippon Life Benefits, one of the nation’s leading providers of employee benefits, today announced the availability of a comprehensive new wellness program to help employees proactively manage their health and enable employers to better control healthcare costs.

The Employer Wellness Solution from Nippon Life Benefits is designed to keep low-risk employees healthy and motivate higher-risk workers to take action to better manage their health. The program, available to small and large employers, features a wide range of services, including worksite biometric screenings, health coaching, wellness assessments to gauge an employee’s health, and at-home lab tests for employees working remotely.

“The Employer Wellness Solution from Nippon Life Benefits is an effective, simple and affordable way to create a culture of wellness for all employees,” said Toshihiro Nakashima, President & CEO of Nippon Life Benefits. “Our new wellness program enables employers and employees to share the responsibility of proactively managing health. This new program brings together a full-range of wellness services with innovative and easy-to-use tools to help people live healthier and ultimately reduce medical costs.”

The program features employer and member online capabilities that provide content, tools, forms, resources, and health and nutritional information. Nippon Life Benefit’s Japanese and Korean customer service representatives are also available to assist with questions about this program. The Employer Wellness Solution is part of Nippon Life Benefits’ group insurance products, which provide medical, life, dental, disability, vision and prescription drug benefits.

The Employer Wellness Solution is offered in conjunction with Principal Wellness Company, a member of the Principal Financial Group®. Principal Wellness Company has been providing wellness programs to employers across country for more than 17 years. All components of the program are integrated and managed by Principal Wellness Company.

“Nippon Life Benefits is committed to providing innovative programs that enable companies to compete more effectively in the marketplace,” said Jerry Patterson, Chief Operating Officer of Nippon Life Benefits. “The Employer Wellness Solution is a world-class program that reduces business costs by lowering absenteeism and disability claims, increasing job performance and improving productivity.”

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

For more details about the Employer Wellness Program or Nippon Life Benefits' other plans, visit www.nipponlifebenefits.com. For brokers and agents seeking to prepare a client proposal, visit <http://www.nipponlifebenefits.com/brokers.asp> to download a census form that can be submitted to Nippon Life Benefits.

About Nippon Life Benefits

Nippon Life Benefits offers employee benefit programs to companies that value and respect their employees and invest in them accordingly. The company's group insurance programs provide medical, life, dental, disability, vision, wellness 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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