

April 1, 2010

Koichiro Watanabe
President and Representative Director
The Dai-ichi Life Insurance Company, Limited
Code: 8750 (TSE First section)

Notice of Appointment of Shareholder Registry Administrator

The Dai-ichi Life Insurance Company, Limited (the “Company”) hereby announces that it has appointed its shareholder registry administrator in accordance with Article 9, Paragraph 2 of its Articles of Incorporation as follows:

Shareholder registry administrator:

Mizuho Trust & Banking Company, Limited
2-1 Yaesu 1-chome, Chuo-ku, Tokyo

Handling office:

Stock Transfer Agency Department of the Head Office of Mizuho Trust & Banking Company, Limited
2-1 Yaesu 1-chome, Chuo-ku, Tokyo

*Mailing address and telephone inquiry contacts of the administrator:

Stock Transfer Agency Department
Mizuho Trust & Banking Company, Limited
8-4 Izumi 2-chome
Suginami-ku, Tokyo 168-8507
Japan

Telephone: Toll-free dial (domestic calls only) 0120-282-324
From overseas +81 3 5213 5213

Investor Contact:
Investor Relations Center
Corporate Planning Department
+81 50 3780 6930

This press release has been prepared for the sole purpose of publicly announcing the appointment of the shareholder registry administrator of the Company, and not for the purpose of soliciting investment or engaging in any other similar activities within or outside Japan. This press release is not an offer of securities for sale in the United States. The securities referred to above have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the “Securities Act”). The securities may not be offered or sold in the United States absent registration or an exemption from registration under the Securities Act. No shares of the Company will be publicly offered or sold in the United States in connection with the Company’s demutualization.