

April 1, 2010

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

---

## Notice of Record Date

---

The Dai-ichi Life Insurance Company, Limited (the “Company”) hereby announces that the Company’s Board of Directors today resolved the record date for voting rights at the Company’s first ordinary general meeting of shareholders (“OGM”) and for the first shareholder dividend distribution as below.

Shareholders of record of the Company at the close of business as of the record date will be eligible to exercise voting rights at the first OGM and receive the first dividend of surplus of the Company. Unless otherwise announced, the Company’s record date for voting rights at the OGM and for shareholder dividends is set every year on March 31.

- (1) Record date: April 16, 2010 (Friday)
- (2) Date of announcement: April 1, 2010 (Thursday)
- (3) Method of announcement: Electronic public notice  
(To be posted on the Company’s website. URL: <http://www.dai-ichi-life.co.jp/>)

---

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

<p>This press release has been prepared for the sole purpose of publicly announcing the record date 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.</p>
--