

April 1, 2010

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

Demutualization and Listing on the Tokyo Stock Exchange First Section

The Dai-ichi Life Insurance Company, Limited (the “Company”) reorganized from a mutual life insurance company to a joint stock corporation (the “Demutualization”) as of April 1, 2010, in accordance with Article 85, Paragraph 1 of the Insurance Business Act. In addition, following the approval for listing on the Tokyo Stock Exchange (the “TSE”), the Company today listed its common stock on the TSE First Section.

Aware of its societal role as a life insurance company, the Company will strive to become the life insurance company that enjoys the highest reputation with its customers through an approach that seeks sustainable development as a good corporate citizen. We appreciate your continuing support for our activities.

Overview of the Company

Company name	The Dai-ichi Life Insurance Company, Limited
Location of the head office	Chiyoda-ku, Tokyo, Japan
Total number of shares issued	10 million (10,000,000) ordinary shares
Stated capital and capital reserve	Stated capital: 210.2 billion yen Capital reserve: 210.2 billion yen

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 demutualization of the Company and the listing of the shares of the Company on the TSE First Section, 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.