

October 29, 2010

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

Revision of Consolidated Earnings Forecast for the Six Months Ended September 30, 2010

The Dai-ichi Life Insurance Company, Limited (the “Company”; President: Koichiro Watanabe) hereby announces a revision of its consolidated earnings forecast for the six months ending September 30, 2010, which the Company originally announced on May 14, 2010, taking into account its recent business performance.

Revision of Consolidated Earnings Forecast for the Six Months Ended September 30, 2010.

(billions of yen except percentages)

	Ordinary Revenues	Ordinary Profit	Net Income
Previous forecast (A)	2,103.0	74.0	11.0
Revised forecast (B)	2,262.0	101.0	29.0
Change (B-A)	159.0	27.0	18.0
Percentage change (%)	7.6	36.5	163.6

The Company’s ordinary revenues, ordinary profit, and net income are expected to increase by ¥159 billion, ¥27 billion, and ¥18 billion as compared to the initial forecast, thanks to an increase in investment income. The increase in investment income is attributable in part to an increase in net derivative financial instruments gain as a result of profits on hedging transactions in a sluggish investment environment. The Company’s consolidated earnings forecast for the fiscal year ending March 31, 2011 is under review and will be disclosed as necessary.

<Reference>

1. Revision of Non-consolidated Earnings Forecast of the Company for the Six Months Ended September 30, 2010

(billions of yen except percentages)

	Ordinary Revenues	Ordinary Profit	Net Income
Previous forecast (A)	1,931.0	81.0	17.0
Revised forecast (B)	2,094.0	106.0	34.0
Change (B-A)	163.0	25.0	17.0
Percentage change (%)	8.4	30.9	100.0

[Unofficial Translation]

2. Revision of Non-consolidated Earnings Forecast of The Dai-ichi Frontier Life Insurance Co., Ltd.
for the Six Months Ended September 30, 2010

(billions of yen except percentages)

	Ordinary Revenues	Ordinary Profit	Net Income
Previous forecast (A)	170.0	(8.0)	(8.0)
Revised forecast (B)	166.0	(7.0)	(7.0)
Change (B-A)	(4.0)	1.0	1.0
Percentage change (%)	(2.4)	-	-

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This press release may contain statements that are “forward-looking statements” regarding our intent, belief or current expectations of management with respect to our future results of operations and financial condition. Any such forward-looking statements are not historical facts but instead represent only our belief regarding future events, many of which, by their nature, are inherently uncertain and outside our control. Important factors that could cause actual results to differ from those in specific forward-looking statements include, without limitation, economic and market conditions, consumer sentiment, political events, level and volatility of interest rates, currency exchange rates, security valuations and competitive conditions. Forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ.