

January 31, 2011

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

Loss on Valuation of Securities for the Three Months Ended December 31, 2010

The Dai-ichi Life Insurance Company, Limited (the “Company”; President: Koichiro Watanabe) hereby announces that the Company wrote down the balance of its available for sale securities whose market value declined materially and are expected not to recover and so recorded a loss on valuation of securities for the three months ended December 31, 2010.

1. Total amount of loss on valuation on securities for the three months ended December 31, 2010

(billions of yen)

	Non-consolidated basis	Consolidated basis
(A) Loss on valuation on securities for the <u>three</u> months ended December 31, 2010	62.2	62.2
(a) Loss on valuation on securities for the <u>nine</u> months ended December 31, 2010	69.1	69.1
(b) Loss on valuation on securities for the <u>six</u> months ended September 30, 2010	6.8	6.8

Note:

1. The figures shown in (A) and (a) are estimates and subject to change.
2. The Company reassesses losses on valuation of securities at the end of each fiscal quarter based on previous year-end book values.
3. The Company’s fiscal year ends on March 31.

The proportion of such losses against the Company’s net assets, ordinary profit, and net income:

	Non-consolidated basis	Consolidated basis
(B) Net assets as of March 31, 2010	1,000.3 billion yen	964.1 billion yen
(A) / (B)	6.2%	6.5%
(a) / (B)	6.9%	7.2%
(C) Ordinary profit for the year ended March 31, 2010	193.6 billion yen	188.2 billion yen
(A) / (C)	32.2%	33.1%
(a) / (C)	35.7%	36.7%
(D) Net income for the year ended March 31, 2010	60.8 billion yen	55.6 billion yen
(A) / (D)	102.4%	111.9%
(a) / (D)	113.7%	124.2%

2. Earnings forecast

Despite the loss on valuation of securities, the Company has made no revision to its earnings forecast for the year ending March 31, 2011 (announced on May 14, 2010) as the Company (1) has maintained a high level of sales of new policies, (2) has improved other operating measures, including surrender and lapses rates, and (3) expects an improvement in investment gains to some degree.

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