

July 29, 2011

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

Losses on Valuation of Securities for the Three Months Ended June 30, 2011

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 losses on valuation of securities for the three months ended June 30, 2011.

1. Total amount of losses on valuation of securities for the three months ended June 30, 2011

(billions of yen)

	Non-consolidated basis	Consolidated basis
(A) Losses on valuation of securities for the three months ended June 30, 2011	20.4	20.4

Notes:

1. The figures shown in (A) are estimates that remain 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.

2. Earnings forecast

Despite the losses on valuation of securities, the Company has made no revision to its earnings forecast for the year ending March 31, 2012 (announced on May 11, 2011) as the Company has (1) maintained steady sales performance and (2) gained net investment income approximately as forecasted.

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

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.