

November 14, 2011

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

Sale of Tangible Fixed Assets

The Dai-ichi Life Insurance Company, Limited (the “Company”; President: Koichiro Watanabe) hereby announces that it decided a plan regarding the sale of tangible fixed assets as follows:

1. Reason for sale

The Company expects to complete moving all departments in the Ooi office, one of its headquarters located at Yamada 300, Ooi-machi, Ashigara-kamigun, Kanagawa Prefecture, to other buildings, including its Hibiya headquarters, by the end of December 2011. Therefore, the Company decided to sell the land and buildings of the Ooi office.

2. Details of the tangible fixed assets to be sold

| | |
|---------------------|--|
| Assets and location | Ooi office and others (located at Yamada 300, Ooi-machi, Ashigara-kamigun, Kanagawa prefecture, and others) |
| Sale price (plan) | 2.0 billion yen |
| Book value | 28.2 billion yen |

* The “book value” refers to Dai-ichi’s carrying amount of the assets before posting “impairment losses on fixed assets” incurred on September 30, 2011.

3. Purchasing Company

Under the terms of the purchase contract between the purchasing company (the “Purchaser”) and the Company, we would not disclose the name of the Purchaser. However, the Purchaser and the Company have no significant capital ties, personal relationship, business relations or other relationship subject to disclosure.

4. Transfer schedule

| | |
|---|--|
| (1) Conclusion of sale-purchase agreement | Late December 2011 (subject to change) |
| (2) Transfer date | Late February 2012 (subject to change) |

* The above schedule is subject to change mainly because the purchaser and the Company can conclude the agreement only after completion of a notification procedure in accordance with the Act for Promotion of Expansion of Public Land of Japan.

5. Earnings Forecast

In relation to the above decision, the Company (both on a consolidated basis and non-consolidated basis) recorded 24.9 billion yen of extraordinary losses in the six months ended September 30, 2011. However, the Company has made no revision to its earnings forecast for the fiscal year ending March 31, 2012 (announced on May 13, 2011).

[Unofficial Translation]

<Reference>

| | Ordinary Revenues | Ordinary Profit | Net Income |
|--|---------------------|-------------------|------------------|
| Consolidated earnings forecast for the fiscal year ending March 31, 2012 | 4,334.0 billion yen | 168.0 billion yen | 37.0 billion yen |
| Consolidated financial results for the fiscal year ended March 31, 2011 | 5,294.0 billion yen | 188.2 billion yen | 19.1 billion yen |

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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.