



FOR IMMEDIATE RELEASE

**Nippon Life Benefits Partners with Best Doctors to Help Members
Make More Informed Health Care Decisions**

*Plan Members Now Have Access to Advanced Medical Expertise
When Faced with Critical Decisions about Their Care*

NEW YORK – Jan. 12, 2009 – Nippon Life Benefits, a leading provider of employee benefit solutions to U.S. companies, today announced that its members will have access to Best Doctors, an expert medical consultation service that helps individuals make sure they are getting the right diagnosis and treatment.

The new service will allow eligible employees and dependents who are unsure about their care to have their case evaluated by world-renowned physicians to gain an expert perspective on a critical medical diagnosis or treatment plan. The program is available to existing and new employer group clients of Nippon Life Benefits.

“Best Doctors offers our plan members an expert review and greater insight from a team of highly regarded medical professionals,” said Akira Hosoda, president and chief executive officer of Nippon Life Benefits. “Helping members make informed decisions at critical moments in their lives is part of Nippon Life Benefits’ commitment to providing benefit plans that honor and respect each individual.”

Through Best Doctors, an expert specialist conducts a thorough analysis of a member’s case based on all their medical records and tests. After the review, the Nippon Life Benefits plan member receives a comprehensive, easy-to-understand report summarizing the findings that can be used with their treating physician to ensure the right diagnosis and best course of treatment.

“Consumers are beginning to take control of their own healthcare, and, when faced with decisions about their care, they need an option such as Best Doctors to give them certainty about their diagnosis and treatment,” said Evan Falchuk, president and chief operating officer of Best Doctors. “In fact, a recent review of cases revealed that 48 percent of members had questions about their treatment plans and 15 percent didn’t understand their diagnosis. Nippon Life Benefits understands the importance of offering members a full range of options to improve and better manage their healthcare.”

Nippon Life Benefits is the U.S. subsidiary of Nippon Life Insurance Company of Japan, which had assets of \$483 billion and annual revenues of \$66 billion in 2007. Nippon Life Insurance Company of Japan currently serves more than 230,000 corporate customers and 10 million policyholders. In 2008, Nippon Life Insurance Company of America, which markets its solutions under the brand name, Nippon Life Benefits, received an “A-” (Excellent) rating from AM Best.

About Nippon Life Benefits

Nippon Life Benefits offers high-quality employee benefits to small- and medium-sized companies that value and respect their employees and invest in them accordingly. The company's group insurance programs provide medical, life, dental, disability, vision and prescription drug benefits. Headquartered in New York, Nippon Life Benefits is the marketing brand of Nippon Life Insurance Company of America. Nippon Life Benefits has regional offices in Atlanta, Chicago and Los Angeles. For information about Nippon Life Benefits, call 1.800.937.6542, or visit www.nipponlifebenefits.com.

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About Best Doctors

Best Doctors, Inc. is the trusted medical resource for ensuring that individuals have the right diagnosis and the right treatment, helping to dramatically improve the quality of care and reduce costs. Offered as a health benefit through employers, the company's expert medical consultation service is currently available to more than 1 million members in the United States. Founded in 1989 by two Harvard Medical School professors, Best Doctors serves more than 260 insurers, employers and health plans, touching 15 million people in 30 countries. For more information, visit www.bestdoctors.com or call 800-223-5003.

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