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Nippon Life Insurance Company Announces Sponsorship with Chicago Cubs

Sponsorship Kicks Off Nationwide Marketing Campaign For Leading Insurer and Benefit Provider

New York, N.Y. – April 8, 2008 – Nippon Life Insurance Company of Japan, one of the world's largest life insurance companies, today announced a marketing sponsorship with the Chicago Cubs that includes a new association with Japanese baseball sensation, Kosuke Fukudome, a former Most Valuable Player in Japan now playing for the Cubs.

The agreement with Nippon Life provides for in-stadium signage, season tickets and special events, including two ceremonial first pitches before the game. Additionally, a special Nippon Life media backdrop will be displayed when Fukudome gives interviews in the Cubs media room to create international media exposure for the company and its U.S. subsidiary, NLI America.

“Nippon Life Group is honored to partner with the Chicago Cubs and to be associated again with Kosuke Fukudome,” said Akira Hosoda, President and Chief Executive Officer of NLI America, Nippon Life's U.S. subsidiary. “This sponsorship is part of the launch of a new nationwide marketing program designed to highlight NLI America's full range of employee benefit solutions for small to mid-sized companies and our commitment to service excellence.”

Fukudome, (pronounced “KOH-skay foo-koo-DOUGH-may”), was an employee of Nippon Life Insurance Company in Osaka, Japan, where he played on its corporate, non-professional team. In his Major League Baseball debut in the Cubs' 2008 home opener, Fukudome hit a dramatic, ninth-inning, and three-run home run to send the game into extra innings. A native of Kagoshima, Fukudome won two batting titles in Japan's Central League and four Gold Gloves in nine seasons with the Chunchi Dragons.

“The Chicago Cubs are very happy to have Nippon Life Insurance Company and Nippon Life Insurance America as new partners for the 2008 season and beyond,” said Chicago Cubs Director of Sales and Promotions, Matt Wszolek. “The Cubs are a terrific brand known across the world, and our franchise will help Nippon Life and NLI America expands awareness of their company throughout the international community.”

NLI America offers high-quality employee benefits to small and medium-sized companies across the United States. The company's group insurance programs provide

medical, life, dental, disability, vision and prescription drug benefits. NLI America is a highly-rated health provider in the U.S., with an “A-” AM Best rating in 2008.

“More than 65,000 NLI Group employees are breathtakingly watching their former colleague’s fine play in Major League Baseball,” Hosoda said.

About Nippon Life Insurance Company and NLI America

Nippon Life Insurance Company of Osaka, Japan is one of the world’s largest life insurance companies and parent of NLI America. NLI America 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. NLI America is a highly-rated health provider in the U.S., with an “A-” AM Best rating in 2008. In addition, NLI America has a strong reputation for proactive, humane, personal service and comprehensive coverage that redefine value in employee benefits solutions. Headquartered in New York, NLI America has regional offices in Atlanta, Chicago and Los Angeles. For information, call 1.800.937.6542, or visit www.nlia.com.

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