

March 29, 2010

Securities and Exchange Commission  
Division of Corporate Finance  
100 F St., N.E.  
Washington, D.C. 20549

Re: Primerica, Inc.  
Registration Statement on Form S-1  
File No. 333-162918

Ladies and Gentlemen:

In connection with the proposed offering of the above-captioned securities, we wish to advise you that we, as a representative of the underwriters, hereby join with Primerica, Inc.'s request that the effective date of the above-captioned Registration Statement be accelerated so that the same will become effective on March 31, 2010 at 3:00 p.m., New York time or as soon as practicable thereafter.

The following is supplemental information supplied under Rule 418(a)(7) and Rule 460 under the Securities Act of 1933:

- (i) Date of preliminary prospectus: March 17, 2010
- (ii) Approximate dates of distribution: March 17, 2010 to March 31, 2010
- (iii) Number of prospective underwriters and dealers to whom the preliminary prospectus was furnished: 16
- (iv) Number of prospectuses so distributed: 11,000
- (v) Compliance with Rule 15c2-8 under the Securities Exchange Act of 1934: Included in Master Agreement Among Underwriters of Citigroup Global Markets Inc.

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Very truly yours,

Citigroup Global Markets Inc.

By: /s/ Samson M. Frankel

Name: Samson M. Frankel

Title: Director

Primerica, Inc.  
3120 Breckinridge Blvd.  
Duluth, Georgia 30099  
(770) 381-1000

March 29, 2010

**VIA EDGAR AND BY HAND**

Mr. Jeffrey P. Riedler  
Assistant Director  
Securities and Exchange Commission  
Division of Corporation Finance  
100 F Street, N.E.  
Washington, D.C. 20549-7010

Re: Primerica, Inc. Registration Statement on Form S-1 (File No. 333-162918)  
(the "Registration Statement")

Dear Mr. Riedler:

Pursuant to Rule 461 under the Securities Act of 1933 (the "Securities Act"), on behalf of Primerica, Inc. (the "Company"), I respectfully request that the effective date of the above-referenced Registration Statement be accelerated by the Securities and Exchange Commission (the "Commission") so that the Registration Statement, as then amended, will become effective under the Securities Act at 3:00 p.m., New York time, on March 31, 2010 or as soon thereafter as practicable.

I hereby acknowledge the following:

- that should the Commission or the staff of the Commission (the "Staff"), acting pursuant to delegated authority, declare the Registration Statement effective, it does not foreclose the Commission from taking any action with respect to the Registration Statement;
- that the action of the Commission or the Staff, acting pursuant to delegated authority in declaring the Registration Statement effective, does not relieve the Company from its full responsibility for the accuracy and adequacy of the disclosure in the Registration Statement; and
- that the Company may not assert the declaration of effectiveness as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States.

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Mr. Jeffrey P. Riedler  
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Please notify me of such effectiveness by a telephone call to (770) 564-6347 and please also confirm such effectiveness in writing delivered by mail to the address above or by facsimile to (770) 564-6216.

Very truly yours,

Primerica, Inc.

By: /s/ Peter W. Schneider  
Name: Peter W. Schneider  
Title: Executive Vice President, General Counsel,  
Corporate Secretary and Chief  
Administrative Officer