

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

**PURSUANT TO SECTION 13 or 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934**

DATE OF REPORT (Date of earliest event reported): December 7, 2010

PRIMERICA, INC.

(Exact Name of Registrant as Specified in Its Charter)

Delaware
(State or Other Jurisdiction of
Incorporation or Organization)

001-34680
(Commission
File Number)

27-1204330
(I.R.S. Employer
Identification Number)

3120 Breckenridge Blvd.
Duluth, Georgia 30099
(Address of Principal Executive Offices)

(770) 381-1000
(Registrant's telephone number, including area code)

Not applicable.
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240-14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240-13e-4(c))

Item 5.02. Election of Directors

On December 7, 2010, the Board of Directors increased the size of the Board to nine members and elected Barbara A. Yastine as a member of the Board of Directors of Primerica, Inc. (“Primerica”) for a term expiring at Primerica’s 2012 annual meeting of stockholders. Ms. Yastine has not yet been appointed to any committees of the Board of Directors.

Ms. Yastine, age 51, has been Chief Administrative Officer of Ally Financial Inc. since May 2010, with oversight responsibility for the risk, compliance, legal and technology functions and also serves as Chairperson of Ally Bank, a wholly owned subsidiary of Ally Financial. Prior to joining Ally, she served as a Principal of Southgate Alternative Investments, a diversified alternative asset manager, beginning in June 2007. Before that, she was Chief Financial Officer of Credit Suisse First Boston from October 2002 to August 2004. She was with Citigroup and its predecessors for 15 years, with her last position being as CFO of Citigroup’s Global Corporate and Investment Bank. During her time at Citigroup, she also served as Chief Auditor, Chief Administrative Officer of the Global Consumer Group, and Executive Vice President and Chief Financial Officer of what is now CitiFinancial. Ms. Yastine began her career at Travelers as the head of investor relations.

In connection with her election, Ms. Yastine was awarded 2,547 shares of Primerica restricted stock under Primerica’s Omnibus Incentive Plan, which shares vest in three equal installments on each anniversary of the grant dates. Ms. Yastine also will be entitled to receive the director compensation described in Primerica’s Registration Statement on Form S-1, initially filed with the Securities and Exchange Commission on November 5, 2009, as last amended on March 31, 2010, in connection with Primerica’s initial public offering (the “Registration Statement”). In addition, Primerica has entered into an indemnification agreement with Ms. Yastine pursuant to which Primerica is required to indemnify Ms. Yastine against certain liabilities which may arise by reason of her status or service as a director and to advance to her expenses, subject to reimbursement if it is determined that she is not entitled to indemnification. The form of such indemnification agreement has been filed as an exhibit to the Registration Statement.

A copy of a press release dated December 7, 2010 announcing Ms. Yastine’s election to the Board of Directors is attached hereto as Exhibit 99.1.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

99.1 Press Release dated December 7, 2010 – Primerica’s Board of Directors Elects Barbara A. Yastine as a Board Member

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: December 8, 2010

PRIMERICA, INC.

/s/ Peter W. Schneider

Peter W. Schneider

Executive Vice President and General Counsel

EXHIBIT INDEX

Exhibit No.	Description
99.1	Press Release dated December 7, 2010 – Primerica’s Board of Directors Elects Barbara A. Yastine as a Board Member



For immediate release

Primerica's Board of Directors Elects Barbara A. Yastine as a Board Member

Duluth, GA, December 7, 2010 — Primerica, Inc. (NYSE:PRI) today announced the election of Ms. Barbara A. Yastine to the Company's Board of Directors. Ms. Yastine is the Chief Administrative Officer of Ally Financial, Inc., joining the company in May, 2010. In this role, she has oversight responsibility for the risk, compliance, legal and technology areas and serves as the Chair of Ally Bank, a wholly owned subsidiary of Ally Financial. Prior to joining Ally, she served as a principal of Southgate Alternative Investments, a diversified alternative asset manager, beginning in June 2007. Before that, she was Chief Financial Officer for Credit Suisse First Boston from October 2002 to August 2004. From 1987 through 2002, Ms. Yastine worked at Citigroup and its predecessor companies, where during her 15 year tenure, she received numerous promotions, culminating with serving as the Chief Financial Officer of Citigroup's Global Corporate and Investment Bank. During her tenure at Citi she also served as Chief Auditor, Chief Administrative Officer of Citi's Global Consumer Group and Executive Vice President and Chief Financial Officer of Citifinancial and its predecessors. Ms. Yastine began her career at a Citi predecessor as Director of Investor Relations. She graduated in 1981 with a BA in Journalism from New York University, where she also earned her MBA in 1987.

"We are very pleased to have Barbara become the 9th member of the Primerica Board of Directors," said D. Richard Williams, Chairman of the Board and Co-CEO of Primerica. I have known Barbara for years and believe her extensive experience in the financial services industry will be a great asset to the Primerica Board." John A. Addison, Jr., Chairman of Primerica Distribution and Co-CEO, said, "We are elated to make this announcement today. Barbara will be a great asset as an outside Board Member and will bring to the table a wealth of knowledge and experience in our industry." Ms. Yastine said, "I am honored to accept the offer to serve on Primerica's Board and look forward to working with my fellow Board members and Senior Management as Primerica moves ahead as a new public company with a 33 year track record of successfully delivering personal service and quality financial products to the underserved middle-income market."

Ms. Yastine serves on the Board of Directors and chairs the Audit Committee of Symphony Services Corporation, a private portfolio company of the private equity firm Symphony Technology Group, which provides outsourced software engineering services. She is also a member of the Board of Directors of Phoenix House, a leading nonprofit provider of addiction treatment services nationwide. She chairs the Finance and Audit Committee of the Phoenix House Board and also serves on the Personnel and Compensation Committee and the Succession Planning Committee.

Primerica, headquartered in Duluth, GA, is a leading distributor of financial products to middle income households in North America with approximately 100,000 licensed representatives. The company and its representatives offer clients term life insurance, mutual funds, variable annuities and other financial products. Primerica insures 4.3 million lives and more than 2 million clients maintain investment accounts with the company. Primerica's mission is to serve middle income families by helping them make informed financial decisions and providing them with the strategies and means to gain financial independence.

Contacts:

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