FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

| OMB APPROVAL             |           |  |  |  |  |  |  |  |
|--------------------------|-----------|--|--|--|--|--|--|--|
| OMB Number:              | 3235-0287 |  |  |  |  |  |  |  |
| Estimated average burden |           |  |  |  |  |  |  |  |
| hours per response:      | 0.5       |  |  |  |  |  |  |  |

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| Name and Address of Reporting Person*               |  |  |  |       | 2. Is                                      | 2. Issuer Name and Ticker or Trading Symbol Primerica, Inc. [ PRI ] |   |                         |  |         |                         |   |       |                                    | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable)      |                              |   |   |  |  |
|---|--|--|--|-------|--|---|---|-------------------------|--|---------|-------------------------|---|-------|------------------------------------|--|------------------------------|---|---|--|--|
| Mason Ma<br>(Last)                                  | (Firs  | t)   | (Middle)   |       | 3. D                                       | Date of Earliest Transaction (Month/Day/Year) 4/01/2010             |   |                         |  |         |                         |   |       | X                                  | Director<br>Officer (g<br>below)   | ive title                    |   |   | Owner<br>(specify                                      |  |
| 3120 BRECKINRIDGE BLVD.                             |  |  |  |       |  | 4. If Amendment, Date of Original Filed (Month/Day/Year)            |   |                         |  |         |                         |   |       | 6. Indi                            | 6. Individual or Joint/Group Filing (Check Applicable Line)                  |                              |   |   |  |  |
| (Street) DULUTH                                     | GA   |  | 30099  |       |  |   | 04/02/2010  |                         |  |         |                         |   |       | X                                  | X Form filed by One Reporting Person Form filed by More than One Reporting I |                              |   |   | ing Person   |  |
| (City)  | (Stat  | e)   | (Zip)  |       |  |   |   |                         |  |         |                         |   |       |                                    |  |                              |   |   |  |  |
|   |  |  | Table I - No   |       |  | _   |   |                         |  | Dis     |                         | -   |       |                                    |  |                              |   |   |  |  |
| Date  |  |  |  | Date  | 2. Transaction<br>Date<br>(Month/Day/Year) |   | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |                         |  |         | 4. Securiti<br>Disposed |   |       |                                    | Beneficially C<br>Following Re   |                              | Owned Form: Downed or Indirection (Instr. 4 |   | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership    |  |
|   |  |  |  |       |  |   |   |                         | Code   | v       | Amount (A) or (D) Price |   | Price | Transaction(s)<br>(Instr. 3 and 4) |  |                              |   | (Instr. 4)  |  |  |
| Common Stock <sup>(1)</sup> 04/                     |  |  |  | 04/01 | 1/2010                                     | /2010   |   | <b>A</b> <sup>(2)</sup> |  | 74,999, | 900                     | A   | (3)   | 75,000,000                         |  | I                            |   | By<br>Citigroup<br>Insurance<br>Holding<br>Corporation                  |  |  |
| Common Stock <sup>(1)</sup> 04/                     |  |  |  | 04/01 | 01/2010                                    |   |   |                         | J <sup>(2)(4)</sup>  |         | 5,021,412               |   | D     | (4)                                | 69,978,588   |                              | I   |   | By<br>Citigroup<br>Insurance<br>Holding<br>Corporation |  |
|   | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |  |  |       |  |   |   |                         |  |         |                         |   |       |                                    |  |                              |   |   |  |  |
| 1. Title of<br>Derivative<br>Security (Instr.<br>3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security  | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date<br>if any<br>(Month/Day/Yea | C0    | e, Transacti<br>Code (Ins                  |   |   |                         | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |         |                         | 7. Title and Amoun<br>Securities Underly<br>Derivative Security<br>3 and 4) |       | erlying                            | g Derivative   |                              | er of<br>/e<br>es<br>ally<br>ng<br>d        | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4 | Beneficial<br>Ownership<br>(Instr. 4)                  |  |
|   |  |  |  | Co    | ode \                                      | V (A)   | (A)   | (D)                     | Date<br>Exercisa   |         | Expiration<br>Date      | Title   | - [1  | Amount or<br>Number of<br>Shares   |  | Transaction(s)<br>(Instr. 4) |   |   |  |  |
| Warrants <sup>(1)</sup>                             | \$18   | 04/01/2010                                 |  | A     | (2)  |   | 4,103,100   |                         | 04/01/20   | 010     | (5)                     | Comm<br>Stoc  |       | 4,103,100                          | (3)  | 4,103,                       | ,100  | I   | By<br>Citigroup<br>Insurance<br>Holding                |  |

## **Explanation of Responses:**

- 1. The Reporting Person disclaims beneficial ownership of these securities, and this report shall not be deemed an admission that the Reporting Person is the beneficial owner of such securities for purposes of Section 16 or for any other purpose. The Reporting Person is the designee of Citigroup Inc. ("Citigroup") to the Issuer's Board of Directors pursuant to the Intercompany Agreement by and between Primerica, Inc. and Citigroup, the form of which was filed by the Issuer as Exhibit 10.1 to its Registration Statement on Form S-1 (No. 333-162918).
- 2. This amendment is being filed to modify the transaction codes reported on the original filing.
- 3. These securities were acquired by Citigroup Insurance Holding Corporation ("CIHC") pursuant to the Exchange and Transfer Agreement, dated March 31, 2010, between the Issuer and CIHC pursuant to which the Issuer issued to CIHC 74,999,900 shares of common stock, warrants to purchase 4,103,100 shares of common stock, and a \$300 million note in exchange for the capital stock of CIHC's subsidiaries holding the businesses that comprise the Issuer's operations.
- 4. These securities were contributed to the Issuer by CIHC for no economic consideration pursuant to the Contribution Agreement, dated March 31, 2010, between CIHC and the Issuer.
- 5. These warrants expire seven years from the Closing Date, as such term is defined in the Securities Purchase Agreement, dated February 8, 2010, among CIHC, the Issuer, Warburg Pincus Private Equity X, L.P. and Warburg Pincus X Partners, L.P., which was filed by the Issuer as Exhibit 2.1 to its Registration Statement on Form S-1 (No. 333-162918).

## Remarks:

/s/ Stacey K. Geer, attorney in fact 04/05/2010

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- $^{\star}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.