



FOR IMMEDIATE RELEASE

AlwaysCare Benefits Launches Safety Eyewear Program *Benefit provider adds optional coverage to group vision plans*

BATON ROUGE, La.—December 7, 2010 – A radiation burn from a welding torch, a puncture wound from a faulty nail gun, a blast of compressed air on the eye – these are just a few reasons why safety eyewear is needed in the American workplace. Yet insured safety eyewear benefits remain rare.

Large employers looking for this sight-saving benefit now have a new vision plan option from AlwaysCare Benefits, Inc., one of the fastest growing group insurance providers in the country.

AlwaysCare will launch a fully insured Safety Eyewear program as an add-on for group vision plan clients with 500 employees or more beginning January 1, 2011. Members whose employers opt to participate in this new program will be able to obtain safety eyewear in addition to either their contact lenses or normal vision-correction 'dress wear' eyeglasses.

"AlwaysCare vision plan Members know they get exceptional value from their coverage for routine eye care and vision correction needs," said Gene Sherman, Senior Vice President of Business Development and Provider Relations at AlwaysCare. "Our new Safety Eyewear program is another innovative service that will make their life easier, and meets a real need in the American workplace."

Up to 70 percent of working Americans require prescription eyewear, and 2,000 Americans suffer from an eye injury at work every day, according to the National Institute for Occupational Safety and Health. Sixty percent of these injuries occur because the employees were not wearing protective eyewear. Experts believe that by wearing the correct protective eyewear, Americans can avoid 90 percent of all eye injuries.

"Vision plans that include protective eyewear programs can help employers add tremendous value to their employee benefit plans by keeping employees safe from hazards while on the job, and saving money for their employees," Sherman said.

With flexible, affordable vision benefits that fit various budgets and group needs, AlwaysCare is committed to helping employers and their employees improve and maintain their vision health and overall quality of life.

-more-

AlwaysCare Benefits Offers Safety Eyewear Program

Page 2 of 2

All AlwaysCare vision plans include access to comprehensive eye exams through a national vision network of more than 20,000 provider access points, including national and regional chains, and independent eye care professionals across the country. Plans include set pricing for lenses, and special discounts on optical materials for extra purchases of lenses and coatings, frames, contact lenses and other products.

All of AlwaysCare's vision plans can be offered on a Voluntary, Contributory or an Employer-paid basis, with employee participation driving rates rather than employer contribution levels. Customized vision plans are also available.

To learn more about AlwaysCare's Safety Eyewear program, visit www.AlwaysCareBenefits.com or call 1-888-729-5433, opt. 5.

###

About AlwaysCare Benefits, Inc.:

AlwaysCare Benefits, Inc. is the sister company of Starmount Life Insurance Company, both privately owned businesses. Known for reliable service and customer satisfaction, AlwaysCare is a leading provider of individual and group ancillary benefits including dental, vision, life, disability and now group critical illness and group accident insurance in 48 states and the District of Columbia. For more information, please visit www.AlwaysCareBenefits.com or call 1-888-729-5433, opt. 5.

Media Contact:

Rene Milligan, AlwaysCare Benefits, Inc.

Phone: 225-400-9137

ReneM@AlwaysCareBenefits.com