



AlwaysCare and VSP Unveil Unique, Dual-Choice Vision Plan Offerings

BATON ROUGE, La. – July 25, 2012 – AlwaysCare Benefits, Inc. announces its new Preferred Choice Vision PlansSM. The plans are provided through a joint venture between one of the country’s fastest-growing insurance and benefits providers, AlwaysCare, and the nation’s largest provider of eyecare coverage, VSP[®] Vision Care.

This unique arrangement enables AlwaysCare to offer its vision plans side-by-side with plans from VSP Vision Care, providing clients with the choice of the best access to both retail and private practitioner vision care. Vision plan members will receive high-quality vision coverage that meets their budget and lifestyle needs while improving their health and lowering out-of-pocket costs.

“We are committed to providing members with access to quality care that focuses on vision health and ultimately, overall wellness,” says Gene Sherman, DMD, MBA, AlwaysCare Senior Vice President of business development and provider relations. “With two choices, employees can select the plan with the network they prefer--a combination of independent eye doctors, plus local, regional and large national retail optical chains, or the nation’s largest network of independent eye doctors.”

Both plans include benefits such as an annual comprehensive eye exam and eyeglass lenses and frames available in varying frequencies (or contact lenses, in place of lenses and frames). Discounts are available for additional pairs of glasses and laser vision correction.

All plans come with multi-year rate guarantees. Members who enroll in AlwaysCare or VSP Vision Care plans also receive online access to their personalized benefit information through www.AlwaysAssist.com.

AlwaysCare offers voluntary and employer-paid plans that make life a little easier for members and administrators with one bill, one point of contact, one phone number, one customer service center and one website to manage their supplemental benefits.

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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, Starmount Life designs and underwrites innovative individual insurance products, while AlwaysCare offers and administers individual and group ancillary benefits, including Dental, Vision, Critical Illness, Accident, Life, Disability, and Limited Benefit Medical plans. For more information, please visit www.AlwaysCareBenefits.com or call 1-888-729-5433.

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