



AlwaysCare Benefits, a Starmount Life Insurance company, to Provide Dental Benefits for City of Baton Rouge Employees in 2007

Baton Rouge, LA, October 31, 2006 – AlwaysCare Benefits, a Starmount Life Insurance company, has recently been awarded the contract to offer dental benefits to the employees and retirees of the City of Baton Rouge and East Baton Rouge Parish.

“Being headquartered in Baton Rouge, we are thrilled to have the opportunity to work with the City and its employees,” said Erich Sternberg, President, AlwaysCare Benefits. “With over 80 providers in the Greater Baton Rouge area who participate in our network, we feel confident the City employees will be well served. We look forward to offering our best in class benefits and customer service to City employees.”

Beginning January 1, 2007, City Parish employees will have access to online technology at www.AlwaysCareBenefits.com including content and tools to assist them in making better educated decisions when it comes to their dental needs. The Dental Health Center provides up-to-date information and articles designed to assist employees and their families in maintaining their overall dental health. This includes an Ask-A-Dentist service where employees can obtain answers to frequently asked dental questions and pose their own questions to dental professionals.

AlwaysCare is one of the fastest growing dental insurance companies in the country today. For more information, please visit www.AlwaysCareBenefits.com or contact Deborah Sternberg at 1-888-729-5433, Ext. 240 or deborah@starmountlife.com.

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