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AlwaysCare Benefits Now Offers Cosmetic Benefits Rider

Baton Rouge, LA—January 23, 2008—AlwaysCare Benefits, one of the fastest growing dental and vision insurance providers in the country, announces the expansion of its dental plans to include cosmetic benefits with the addition of a rider covering bleaching, porcelain crowns and posterior restorations.

Bleaching, one of the most commonly recommended cosmetic dentistry procedures, will be covered for each tooth or arch once every 36 months with a separate lifetime maximum of \$500. Coverage of porcelain crowns and restorations on posterior teeth is also available, including posterior composite restorations, porcelain single tooth crowns, porcelain onlays and porcelain fixed bridges. The Rider is available to groups with 50 or more enrolled employees and 80 percent participation.

“The Cosmetic Benefit Rider is another innovative solution AlwaysCare provides employers who want to maximize employee benefits,” said AlwaysCare Benefits President Erich Sternberg. He adds, “We continue to focus on helping our Members keep up with advances in dental treatment.”

AlwaysCare Benefits has increased the scope of its dental coverage over the past two years by insuring endosteal implants, adding rollover dental benefits and offering a hearing rider to its dental and vision care coverage.

About AlwaysCare Benefits, Inc and Starmount Life Insurance Company:

AlwaysCare Benefits is an affiliate of Starmount Life Insurance Company and both are family-run businesses. Known for reliable service and customer satisfaction, AlwaysCare Benefits is a leading provider of group dental and vision benefits marketed nationally as AlwaysDentalSM and AlwaysVisionSM. AlwaysCare is proud of its 95% overall customer satisfaction rate. For more information visit www.AlwaysCareBenefits.com or contact us at 888-729-5433 x2013.

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