



For Immediate Release

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AlwaysCare Benefits Now Offering Dental Implant Coverage

Members can Choose an Endosteal Implant as an Alternative to a Fixed Bridge

Baton Rouge, LA, January 31, 2007 – AlwaysCare Benefits, one of the fastest growing providers of group dental and vision insurance benefits in the country, announces the addition of Endosteal Implant coverage for its dental plan Members.

Effective March 1, 2007, AlwaysCare Members (both existing and new) will have the option of choosing an Endosteal Implant to replace a missing tooth instead of a conventional fixed, 3-unit bridge, when a 3-unit bridge is approved for coverage. Crowns placed on such implants will also be covered.

“Advances in technology have increased the popularity and demand of Endosteal Implants and we are pleased to be one of the few carriers to offer this benefit to Members of our dental program,” said Erich Sternberg, President, AlwaysCare Benefits. “Adding this benefit is another example of the flexibility of our national dental plans.”

AlwaysCare recommends Members request an authorization from the company in order to confirm coverage before completing these services. Coverage is subject to the Member’s plan maximum, coinsurance, deductibles, other limitations and exclusions.

For additional information, please contact us at 1-888-729-5433, x5.

About AlwaysCare Benefits, Inc.:

AlwaysCare Benefits is a Starmount Life Insurance Company. Named 2006 Company of the Year by the Greater Baton Rouge Business Report, AlwaysCare Benefits, www.AlwaysCareBenefits.com, and Starmount Life are privately-owned businesses. Known for reliable service and customer satisfaction, they offer innovative insurance products—like individual life insurance, extra accidental death coverage and living benefits. AlwaysCare Benefits is a leading provider of group dental and vision benefits marketed nationally as AlwaysDentalSM and AlwaysVisionSM. AlwaysCare, in partnership with National Guardian Life Insurance Company* [AM Best A- (Excellent) rating, 2005], markets products in 49 states.

*National Guardian Life Insurance Company is not affiliated with The Guardian Life Insurance Company of America, a.k.a. The Guardian, Guardian Life.

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