

**February 20, 2009**

**Starmount Life Insurance Company/Alwayscare Benefits Inc. Breaks Ground At Site Of New Baton Rouge Headquarters**

Baton Rouge, LA - February 18, 2009 - Starmount Life Insurance Company/AlwaysCare Benefits Inc. broke ground today at the site of its new corporate headquarters in Baton Rouge. The building will be located on the corner of Goodwood and Connells Park Lane on 6.4 acres of land.

The groundbreaking ceremony was hosted by the company's executive management including Hans Sternberg, Chairman, Starmount Life Insurance Company, Donna Sternberg, Executive Vice President, Erich Sternberg, President, and Deborah Sternberg, Senior Vice President, and attended by several Baton Rouge dignitaries including Mayor-President Melvin L.

"Kip" Holden, Louisiana Economic Development (LED) Deputy Secretary Steven Grissom, and Adam Knapp, President and CEO of the Baton Rouge Area Chamber.

"This day marks a milestone in the history of Starmount Life Insurance and AlwaysCare Benefits Inc.," said Hans Sternberg, Chairman. "My family and I have been proud to be a part of the Baton Rouge business community and call this great city home for the last 72 years. At these new headquarters, we look forward to remaining active supporters and contributors to the community overall and to providing our customers with the quality service they have come to know and depend on throughout the years."

The building will be constructed in three distinct phases, the first of which is expected to be finished in early 2010. The first phase will be 24,000 square feet on the ground level and will accommodate 200 Associates.

In later years, the second phase will add another 21,000 square feet on the ground floor. Finally, the third phase will add a second floor of 45,000 square feet.

"The Sternberg family has given back to the Baton Rouge community in so many ways and I congratulate them on this new milestone," said Mayor-President Melvin L. "Kip" Holden. "Our local economy stays strong when locally owned companies can grow and compete nationally.

Starmount's success in building this new headquarters is another success for Baton Rouge."

The new facility was designed by Grace & Hebert Architects (GHA), a full service architectural firm based in Baton Rouge. GHA has been in continuous architectural practice for over 40 years, with a portfolio of more than 1,000 completed projects of all scopes and sizes with a value of more than one billion dollars. Arkel Constructors, also based in Baton Rouge, is the project's General Contractor.

Starmount has capitalized on Gulf Opportunity Zone Bonds as well as the state's Quality Jobs program to facilitate this project.

Starmount Life Insurance Company/AlwaysCare Benefits Inc. currently manages over \$60 million in force premiums. In 2008, the company experienced double-digit growth and ended the year with record profits.

Major investments in infrastructure, capacity, technology and people will allow the company to continue to grow and expand at its current rate.

Building renderings and photos are available upon request.

About Starmount Life Insurance Company and AlwaysCare Benefits, Inc.:

Founded in 1983, Starmount Life and its affiliate, AlwaysCare Benefits, Inc. are privately owned and operated companies. Known for reliable service and customer satisfaction, Starmount offers innovative individual insurance products, and AlwaysCare Benefits provides group dental, vision, life and disability benefits. Both companies operate nationally. For more information, please visit [www.StarmountLife.com](http://www.StarmountLife.com) <<http://www.starmountlife.com/>> , [www.AlwaysCareBenefits.com](http://www.AlwaysCareBenefits.com) <<http://www.alwayscarebenefits.com/>> , or call 1-888-729-5433.

Media Contact:

Amy Jaick

Goodman Media International, Inc.

212.576.2700

[ajaick@goodmanmedia.com](mailto:ajaick@goodmanmedia.com)