



July 15, 2009

AlwaysCare Benefits Announces 2009 Member Satisfaction Survey Results - Over 97% Of Members Satisfied With Overall Service

Baton Rouge, LA, July 14, 2009—AlwaysCare Benefits, Inc., one of the fastest growing insurance providers in the country, announced the results of its latest Member satisfaction survey today. According to the 2009 survey which surveyed Members who had used their dental or vision benefits in the past 6 months, over 97% of respondents are satisfied with the overall level of service provided by AlwaysCare, an increase from the last survey conducted in 2007.

Other survey highlights include:

- 98% of Members are satisfied with the dental or vision care they received.
- 99% agree that AlwaysCare's Member Service Representatives are courteous, helpful, and knowledgeable.
- More than 97% of Members believe that their dental or vision program is worthwhile.
- Almost 98% of Members agree that AlwaysCare materials provide the necessary benefit information.
- 96% of Members would recommend AlwaysCare to a family member or friend.

Member satisfaction increased across the board; however, the most significant increase was in the number of Members willing to recommend AlwaysCare to a family member or friend. AlwaysCare's President, Erich Sternberg, attributes this to the company's dedication to its Members and customer-first mindset.

"We have always taken great pride in focusing on providing our Customers the best service, products and support the market has to offer," said Sternberg. "The results of the survey solidify our position in the market and prove that our strategy has resonated with our Clients. We will continue to offer our Customers the information and tools they need to make the most informed decisions for their employees and families."

About AlwaysCare Benefits, Inc and Starmount Life Insurance Company:

AlwaysCare Benefits is a sister company to Starmount Life Insurance Company, and both are privately-owned businesses. Known for reliable service and customer satisfaction, AlwaysCare is a leading provider of group dental and vision benefits and recently started offering group life and disability products. For more information, please visit www.AlwaysCareBenefits.com or call 1-888-729-5433, opt. 5.