



FOR IMMEDIATE RELEASE:

Starmount Life Insurance Company Launches New Youth LifeSM Website

The first instant-issue policy for children's modified whole life insurance.

BATON ROUGE, La. – January 8, 2015 - Starmount Life Insurance Company, a leading provider of life and supplemental health insurance, has introduced instant-issue modified whole life insurance for children and young adults online with its new website, www.StarmountYouthLife.com.

Consumers, including parents, grandparents and young adults age 18 to 26, may purchase youth life insurance coverage in as little as five minutes by completing a simple, secure online form, and instantly receive their policy.

The site's instant-issue policy feature is the first available for children's life insurance, and uses a true simplified underwriting method. After collecting basic information and answers to a few standard health questions, the website's technology can approve the applicant within seconds of submitting the online application and provide a policy immediately. This is significantly less time than the three-to-seven-day wait for other similar coverage.

"Starmount's Youth Life InsuranceSM is an inexpensive way to prepare for, plan and ensure your child's future insurability," said Hans Sternberg, Chairman and CEO of Starmount Life.

"StarmountYouthLife.com offers parents and grandparents a convenient and simple method for individuals to purchase youth life insurance protection that later modifies to adult coverage."

Starmount Youth Life Insurance features available coverage amounts up to \$35,000 to age 26. After age 26, the policy automatically converts into a permanent, cash-value whole life policy. Additionally, a five-percent discount is available if premiums are paid annually.

The site has a user-friendly design with an easy-to-read online form, and is optimized for tablet and mobile phone users.

The new mobile website is the latest digital development from Starmount Life and sister company, AlwaysCare Benefits, Inc. Last year, the companies launched a similar, consumer-driven website, DentalForAll.com, for individuals and families to purchase dental and vision coverage.

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Advances in technology have altered the way consumers shop for and buy goods and services, including insurance. According to Starmount's Chief Operating Officer, Rob Keene, the company is currently developing more digital solutions for its individual policyholders, group clients and independent insurance agents. For more information about youth coverage, visit www.StarmountYouthLife.com.

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About Starmount Life Insurance Company:

Starmount Life Insurance Company and sister company, AlwaysCare Benefits, Inc., are both privately owned businesses. Known for reliable service and customer satisfaction, Starmount Life and AlwaysCare Benefits are a national provider and administrator of innovative individual and group supplemental insurance. For more information, please visit www.StarmountLife.com or www.AlwaysCareBenefits.com.

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