



**FOR IMMEDIATE RELEASE:**

**Starmount Life, AlwaysCare Benefits Name CEO, President**

*Company committed to business vision, implementing leadership transition*

**BATON ROUGE, La.** – March 17, 2015 - Starmount Life Insurance Company and sister company, AlwaysCare Benefits, Inc., leading providers of life and supplemental health insurance for individuals and groups, have named Erich Sternberg CEO and Deborah Sternberg President of the combined companies.

Erich Sternberg will share the CEO and Chairman roles with the companies' founder, Hans Sternberg. Erich previously served as President of Starmount Life and AlwaysCare, while Deborah Sternberg previously served as Executive Vice President of the companies. Donna Sternberg continues to serve as Executive Vice President.

"This is just the latest step in our planned transition to a new generation of leadership," said Hans Sternberg. "Both Deborah and Erich have been part of the companies for many years now, in various leadership roles, and share a keen understanding of the business, the industry and vision for the companies. They are uniquely prepared and qualified to lead Starmount Life and AlwaysCare into the next phase of growth."

A family-owned and operated business founded in 1983, Starmount Life and AlwaysCare employ over 200 Associates in 10 states, with national headquarters in Baton Rouge, Louisiana. Starmount Life is admitted in 49 states as a life and health carrier, and serves as a nationally licensed third party administrator.

The companies cover more than 850,000 lives through individual and group insurance plans. Starmount Life underwrites and administers individual life, dental, vision and accident insurance; and offers group dental, vision, life, disability, critical illness, accident and limited benefit medical plans under the AlwaysCare brand.

Owned and operated by the Sternberg family, the company attributes its success to its commitment to quality customer service, competitive products and user-friendly technology.

“Starmount Life is committed to improving the quality of life for our customers by offering valuable and affordable insurance options,” said Hans Sternberg, Chairman, Starmount Life Insurance Company. “We are driven to provide outstanding service and exceed our customers’ expectations.”

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**About Starmount Life Insurance Company:**

Starmount Life Insurance Company and sister company, AlwaysCare Benefits, Inc., are both privately owned businesses, and admitted in 49 states. Known for reliable service and customer satisfaction, Starmount Life and AlwaysCare Benefits are national providers and administrators of individual and group supplemental insurance. For more information, please visit [www.StarmountLife.com](http://www.StarmountLife.com) or [www.AlwaysCareBenefits.com](http://www.AlwaysCareBenefits.com).

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