



Tuesday, October 28, 2008

## Starmount Life and AlwaysCare receive ethics award

Baton Rouge, LA, October 28, 2008 - Starmount Life Insurance Company and sister company, AlwaysCare Benefits, are winners of the 2008 Douglas Manship, Sr. Torch Award for Ethics in Business presented by the Better Business Bureau (BBB) of South Central Louisiana.

The Manship Award was established in 2001 to honor businesses that exhibit the highest ethical standards of behavior toward customers, suppliers, users, shareholders, employees and the community. An independent panel of judges selected the 2008 winners from a field of outstanding companies.

"Over its 25 years, Starmount has worked hard to demonstrate and uphold exceptional ethical standards that benefit its Policyholders, Members, Agents and Providers," said Hans Sternberg, Chairman of Starmount Life. "Receiving an honor as prestigious as the Torch Award is a testament to the outstanding service that Starmount's team provides to our customers and the community."

Starmount has been a BBB Accredited business since May 1992. The company will be entered into a national competition for the 2008 Torch Award for Marketplace Ethics.

### About the Torch Awards

The mission of the Better Business Bureau is to promote and foster the highest ethical relationships between businesses and the public through voluntary self-regulation, consumer and business education and service excellence.

In this spirit, the Council of Better Business Bureaus has established an annual awards program in order to gain public recognition for American businesses that maintain a solid commitment to conducting their business practices in an ethical manner. Each year, American companies are selected through a nationwide competition to receive the Torch Award for Marketplace Ethics. While the Award recognizes outstanding American businesses, it also promotes a fair and honorable marketplace for all Americans.

### About Starmount Life Insurance and AlwaysCare Benefits:

Starmount Life and AlwaysCare Benefits have been recognized as one of the fastest-growing private companies by Inc. magazine and named 2006 Company of the Year by the Greater Baton Rouge Business Report. Both companies are privately-owned and operated businesses known for reliable service and customer satisfaction. Starmount offers innovative insurance products--like individual life insurance, accidental death protection, and living benefits. AlwaysCare Benefits is a leading provider of group dental, vision, life and disability products marketed in 48 states. Starmount has been serving its customers since 1983. For more information, please visit [www.StarmountLife.com](http://www.StarmountLife.com) or [www.AlwaysCareBenefits.com](http://www.AlwaysCareBenefits.com) or call 888-729-5433, ext. 5.

Contact: Monique Roche, Zehnder Communications, 504-558-7778, [mroche@z-comm.com](mailto:mroche@z-comm.com)

Megan Andre, Starmount Life Insurance, 225-926-2888 x245, [megana@alwayscarebenefits.com](mailto:megana@alwayscarebenefits.com)