



FOR IMMEDIATE RELEASE

AlwaysCare Benefits Names Danny L. Bentley Senior Vice President and Head of Sales

BATON ROUGE, La., November 15, 2010—AlwaysCare Benefits, one of America’s fastest-growing private companies, has named Danny L. Bentley Senior Vice President and Head of Sales. In his new role, Bentley will oversee sales of all employee benefit products and services, and continue the development of one of the industry’s leading group benefits sales teams.

“Now in our 28th year, we have established a unique position in the market as an independent, family-owned company with a track record of consistent, profitable growth and new product introductions,” said Erich Sternberg, President of AlwaysCare Benefits. “We have been fortunate to prosper while our country has weathered its most difficult economic downturn in a generation, and see many more opportunities in front of us. We are pleased to add Danny’s leadership and depth to an already exceptional, dedicated team of professionals, and look forward to continued growth with him on our team.”

Bentley joins the company from Marsh USA, where he spent the last three years managing the sales, distribution and profitability of the company’s St. Louis and Kansas City offices, which served some of the largest companies in both cities, including several Fortune 500 companies.

His extensive background in insurance and employee benefits also includes leadership positions with the insurance practice of a major, publicly traded investment banking firm where he participated in strategic business transactions involving more than \$85 billion in revenue. Further, Bentley led the development of a \$400 million revenue business unit within a major, publicly traded life insurance carrier that was an early pioneer in the voluntary dental benefits industry.

Bentley graduated from the University of Alabama with a bachelor's degree, and has been an active member of various professional and service organizations, including the National Association of Dental Plans and the United Way.

About AlwaysCare Benefits, Inc.:

AlwaysCare Benefits, Inc. is the sister company of Starmount Life Insurance Company, both privately owned businesses. Known for reliable service and customer satisfaction, AlwaysCare is a leading provider of individual and group ancillary benefits including dental, vision, life, disability and now group critical illness and group accident insurance in 48 states and the District of Columbia. For more information, please visit www.AlwaysCareBenefits.com or call 1-888-729-5433, opt. 5.

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