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AlwaysCare Benefits Crosses Half Million Threshold

Almost \$100 million in revenue now under management

BATON ROUGE, La.—February 8, 2011 – AlwaysCare Benefits, Inc. has surpassed more than half a million Members and dependents covered by group benefits, marking a major milestone for the national group dental, vision, life, disability, critical illness and accident benefit plan provider.

AlwaysCare continues to experience significant double-digit growth in membership through the introduction of new products and enhancements, conservative financial management, flexible and responsive business operations, and exceptional customer service.

“Considering what has been happening with healthcare over the last year alone, our ability to package some of the most requested ancillary benefits with highly valued service and support has been resonating with the market,” said Erich Sternberg, President of AlwaysCare.

“As we approach \$100 million in revenue under management, we attribute our ongoing profitable growth to the support of our Members, Group clients, agents and brokers,” Sternberg said. “Though we now insure more than half a million, each still receives the same outstanding level of customer service that they have come to know from our privately owned and operated company. It’s a major reason why our Groups and our Members place their trust and their business with us year after year.”

Some highlights of AlwaysCare’s growth over the last five years:

- Opening of new 24,500-square-foot headquarters in Baton Rouge, Louisiana;
- Expansion into regional sales offices in Wisconsin and South Carolina;
- Launch of new group products: life, disability, critical illness and accident;
- Launch of new individual products: fully insured dental and vision plan with hearing savings plan (AlwaysCare OnePlus).

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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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