



FOR IMMEDIATE RELEASE

AlwaysCare Benefits Extends Dependent Age Limit for Vision and Dental Coverage

BATON ROUGE, La.— August 19, 2010 – AlwaysCare Benefits, Inc., one of the fastest-growing insurance providers in the country, will extend the age limits for dependents covered under its dental and vision insurance plans to age 26 (or up to age 30, if state-specific guidelines mandate) starting September 1, 2010.

The age extension is available regardless of student or marital status of the dependent(s), and helps young adult children retain coverage for oral and vision care even after they may have moved away from home, graduated from college and/or married.

The federal Patient Protection and Affordable Care Act (PPACA) passed earlier this year requires health care plans to implement a similar extension of coverage by September 23, 2010. While dental and vision plans are not required to comply with this change, AlwaysCare has chosen to match the dependent age change for dental and vision coverage as a courtesy to its Clients.

“Traditionally many young adults are dropped from their parents’ health insurance at age 19 or after graduating from college,” said Erich Sternberg, President of AlwaysCare Benefits. “We’re extending the dependent age limits for our vision and dental plans to help young adults maintain their eye care and oral health while transitioning from one stage of life to the next. Further, taking this step will enable our Clients to offer consistent coverage parameters for their health, dental and vision benefits programs.”

Unless otherwise requested by an AlwaysCare Group Policyholder, all dental and vision policies will be amended effective September 1, 2010.

About AlwaysCare Benefits, Inc.:

AlwaysCare Benefits, Inc. is the sister company of Starmount Life Insurance, 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. For more information, please visit www.AlwaysCareBenefits.com or call 1-888-729-5433, opt. 5.

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