



STARMOUNT



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Starmount Life Chairman, CEO Hans J. Sternberg Awarded 2011 Business Hall of Fame Laureate

BATON ROUGE, La.—April 5, 2011 – Hans J. Sternberg, Chairman and CEO of Starmount Life Insurance Company, has been named “Business Hall of Fame Laureate” by the Baton Rouge Business Report and Junior Achievement.

The tribute is part of the 2011 Business Awards and Hall of Fame, a joint effort to honor remarkable individuals and companies for their accomplishments in the business community. The Hall of Fame Laureate distinction recognizes Sternberg’s lifetime of achievement.

Sternberg and his brother Josef operated Goudchaux’s—Baton Rouge’s most renowned department store—and shaped it through acquisitions, business innovation and exceptional customer service into America’s largest family-owned department store chain, employing 8,000 Associates. Hans and Josef Sternberg acquired Maison Blanche stores in Louisiana, expanded into Florida, and launched the country’s first “Gold Card,” later selling the concept to American Express.

Hans Sternberg also founded Starmount Life Insurance Company, which is now admitted into 49 states and the District of Columbia and has made Inc. magazine’s list of the 5,000 fastest-growing companies in the nation three out of the last four years. Starmount offers life and AD&D insurance and fully insured dental & vision coverage for individuals, while sister company AlwaysCare Benefits offers group dental, vision, critical illness, accident, life and disability plans to employers around the country. The businesses currently cover more than 520,000 Members and their dependants nationally. Together the two companies have nearly \$100 million in revenue under management.

Sternberg wrote about his family’s history in the retail business in We Were Merchants, a 2009 biography, for which Louisiana Governor Bobby Jindal contributed the foreword.

“The Sternbergs cemented their family-business place in Louisiana history,” Jindal wrote. “The American Dream truly applies to the path the Sternberg family followed. The... family has shown us all just how far hard work and a commitment to serve can take you.”

Former U.S. Rep. Henson Moore said in the March 22 issue of the Greater Baton Rouge Business Report that Sternberg’s business sense has made him “one of the most respected businessmen in the Capital Region.”

To read the full article on Sternberg’s award, visit <http://businessreport.com/news/2011/mar/22/2011-business-awards-and-hall-fame-gnit1>.

The award will be presented at a ceremony on Tuesday, April 5, at the Crowne Plaza Hotel in Baton Rouge. For ticket information, please contact 225-928-7008 or visit batonrouge.ja.org.

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About Starmount Life and AlwaysCare Benefits, Inc.:

Starmount Life Insurance Company and AlwaysCare Benefits, Inc. are sister companies, both privately owned businesses. Known for reliable service and customer satisfaction, Starmount offers individual life and health products nationally. AlwaysCare is a leading provider of individual and group ancillary benefits including dental, vision, critical illness, accident, life and disability plans 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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