

**New Market Area Announcement:
BEST Life to Sell Group Dental, Life and Vision Insurance
in Pennsylvania**

Irvine, CA, January 10, 2011 – [BEST Life and Health Insurance Company](#) (“BEST Life”), announced today that it has expanded its group insurance offering to the Pennsylvania market. Beginning with February 1, 2011 effective dates, employer groups in Pennsylvania may purchase BEST Life dental, vision or group term life plans.

BEST Life will offer businesses in Pennsylvania flexible group insurance products: dental PPO and indemnity plans with customizable options, vision indemnity or vision PPO, and group term life insurance. Dental and life can be offered to groups as small as 2 employees enrolling. Vision is available to groups with 5 or more employees enrolling. Dental groups will have access to a national PPO network.

Beginning in 1970, BEST Life was one of the first companies in America to offer dental insurance. Over the years, BEST Life has expanded its product portfolio to include group medical (in select states), vision, and term life insurance, and continues to offer service that is fast, reliable and easily accessible.

“Our service is truly unique. We do not use automated services during open business hours,” stated Steve Course, Vice President of Marketing for BEST Life. “By answering all of our calls with a live person, we are able to ensure that callers are transferred to the right staff and that all of their questions are answered quickly. We are excited to offer our services and our plans to the Pennsylvania markets.”

In an industry where processing claims in 15 days is acceptable, BEST Life consistently processes medical, dental and vision claims within an average of 9 days or less. “We also post a [Service Report Card](#) on our website and update it on a quarterly basis,” explained Steve Course. Claims processing turnaround times are posted on the BEST Life website and are updated on a weekly basis.

About BEST Life and Health Insurance Company

Since 1970, BEST Life has been providing affordable group medical, dental, vision and life insurance products to employers. Our products are underwritten by BEST Life and Health Insurance Company, and are distributed by BEST Health Plans. We market and administer insurance products for large and small groups in 39 states nationally. Product availability may vary by state. For more on BEST Life, visit www.bestlife.com.

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