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FOR IMMEDIATE RELEASE

Peatross Named President of BEST Life and Health Insurance Company

(November 13, 2012) Irvine, CA. — Paul Peatross has been named President of BEST Life and Health Insurance Company. Peatross is a seven year veteran of BEST Life and has previously served as Sr. VP and Chief General Counsel for the company. Don Lawrenz, former President, will remain involved in long-term planning for the company as CEO and Chairman of the Board.

Peatross has shown extraordinary leadership throughout his career and this, together with tremendous strategic management skills, made him the clear choice as successor. Peatross brings more than 25 years of experience in the insurance industry to this new role and is tasked with positioning the company for success in the new ACA environment. According to Peatross, the key will be “to double-down on core products and not lose focus or get distracted from this course.”

BEST Life is a carrier in the Medical, Dental, Vision, Life and Short Term Disability insurance market. Peatross’s first order of business will be to bring the company to a higher level of profitability with new and fresh revenue. “We will focus on our core strengths and look for new opportunities,” Peatross stated.

“We are fortunate to have Paul on board and are expecting great things from this move. He will work very closely with the management team and all of us on the Board of Directors,” said Don Lawrenz. “With Paul leading the charge, we are looking forward to continued growth and are excited about the future,” he shared.

About BEST Life. Since 1970, BEST Life has been providing simple, flexible and affordable group medical, dental, vision, life and short term disability insurance products to employers in 39 states. Their legacy is based on quick, superior customer service and the agility to meet every need. Their dedication to personal service and rapid claims payment are the BEST Life trademarks. When you call, you get a live person committed to your success. Every time. No exceptions. Visit their website for more information www.bestlife.com or call 800.237.8543.

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