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BEST Life Reduces Rates for Dental Insurance

Irvine, CA, November 28, 2007 – The BEST Life Health and Insurance Company (“BEST Life”) announced today that it has reduced new business rates for its PPO and Indemnity dental plans in over 30 states, making BEST Life dental insurance more affordable for small group businesses. Employer-sponsored groups with 10 or more enrolled employees are now eligible for the rate reduction, which goes into effect with new December 1, 2007 groups.

“Affordability was our main concern,” said Vice President of Marketing, Steve Course, BEST Life Health and Insurance Company. “We are concerned with the recent trend of small businesses cutting back on the benefits they offer. By making dental insurance more affordable, employers of small businesses can offer their employees access to dental care, which if used correctly, can encourage overall well-being through good oral health.”

Further market analysis, and feedback from writing agents and General Agencies, confirmed the call for BEST Life to reduce rates between 5-10%, depending on the market trends for each state.

For more information and to confirm rate reduction eligibility, please contact your BEST Life Sales Representative or your General Agent.

About BEST Life and Health Insurance Company

Founded in 1962, BEST Life is a fully-insured carrier that specializes in group insurance and employee benefits. BEST Life offers medical, dental, vision and life insurance products to large and small groups in 38 states nationally.

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