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FOR IMMEDIATE RELEASE

DENTAL SELECT NAMES JEFF VAN LEEUWEN AS MANAGER OF UTAH SALES

SALT LAKE CITY, Utah — November 6, 2012— Dental Select is pleased to announce that Jeff Van Leeuwen has been promoted to Manager of Utah Sales. In his new role, Van Leeuwen will lead Utah Sales in executing new growth strategies, developing working relations and providing support to existing clients.

“Jeff Van Leeuwen will be an important asset to guide our Utah Sales team here at Dental Select,” said Suzette Musgrove, Chief Sales and Operations Officer. “He brings an extensive background in this industry and we are excited to utilize his expertise and leadership to enhance our Utah sales development.”

Jeff Van Leeuwen has more than 17 years of experience in the group insurance industry working with employer sponsored and voluntary benefit plans including Dental, Medical, 401(k), Disability, Vision and Life insurance. Van Leeuwen, a Utah native, received a Bachelor’s degree in Finance from the University of Utah and has been an active member of the Utah Association of Health Underwriters since 2001.

About Dental Select

Dental Select, headquartered in Salt Lake City, Utah, is a privately held company with more than 23 years of experience providing benefits for groups, families and individuals. Co-founded in 1989 by Brent Williams, President and CEO, Dental Select has licenses to sell its insurance plans in 15 different states. Dental Select’s plans are underwritten by ACE USA, which consistently rates “A+” from AM Best. Dental Select was named by Inc. as one of the 500 fastest growing privately held businesses in the United States and is ranked as Utah’s No. 1 dental benefits provider.

More information is available at www.dentalselect.com

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